AUGUST 15, 1960 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

IN THIS ISSUE: COMPLETE INDEX PAGE 7

A single rate: SRA throws full weight behind movement Page 27

Political buying: how campaign strategies are shaping up Page 32

Demise of soap operas: CBS Radio revamps programming Page 46

Prospect: compromise on penalty provisions of payola bill Page 80

C'MON UNDER

Under the shelter of a single, all-embracing KPRC-TV sales plan. Programs, spots, participations — every kind of television you need, all through *one* source: KPRC-TV, Channel 2, In Houston, Texas. All through *one* man: Your Edward Petry & Co. representative. And all paid for with *one* easy-to-handle monthly payment. One station, one man, one payment — that's the *one* modern way to buy Houston television.

P.S. A friendly KPRC-TV representative is waiting for your call.

KPRC-TV

HOUSTON, TEXAS CHANNEL 2

"One station, one man, one monthly check to pay — that's the modern KPRC-TV way!"

Courtesy of Travelers Insurance Companies, Hartford 15, Connecticut

WE LIKE TEACHER . . . TEACHER LIKES US

Usually a note from teacher means trouble. Not in this case. We got a letter from D. A. Van Valkenburg, Asst. Professor of Business Administration at Taylor University . . . and he was complimentary! This is what he said:

"I wanted to let you know why WJR has always been about the only station I have listened to regularly, and the reasons I appreciate it.

"1. GOOD news coverage. I like your regular 15-minute programs. Most other stations cover only the 'headlines' . . .

"2. GOOD music. We need more and more of your fine musical programs. Having a 'fine arts director' is excellent. I enjoy not only your 'classical' music, which few stations ever use, but also your 'sane and sensible' popular music . . .

"3. GOOD sports coverage. Having always been a Tiger fan . . . I appreciate a 'power station for night baseball.' I appreciate your carrying the Lions football games, too.

"4. GOOD programming. I consider WJR to be a 'reputable, class, progressive' radio station . . ."

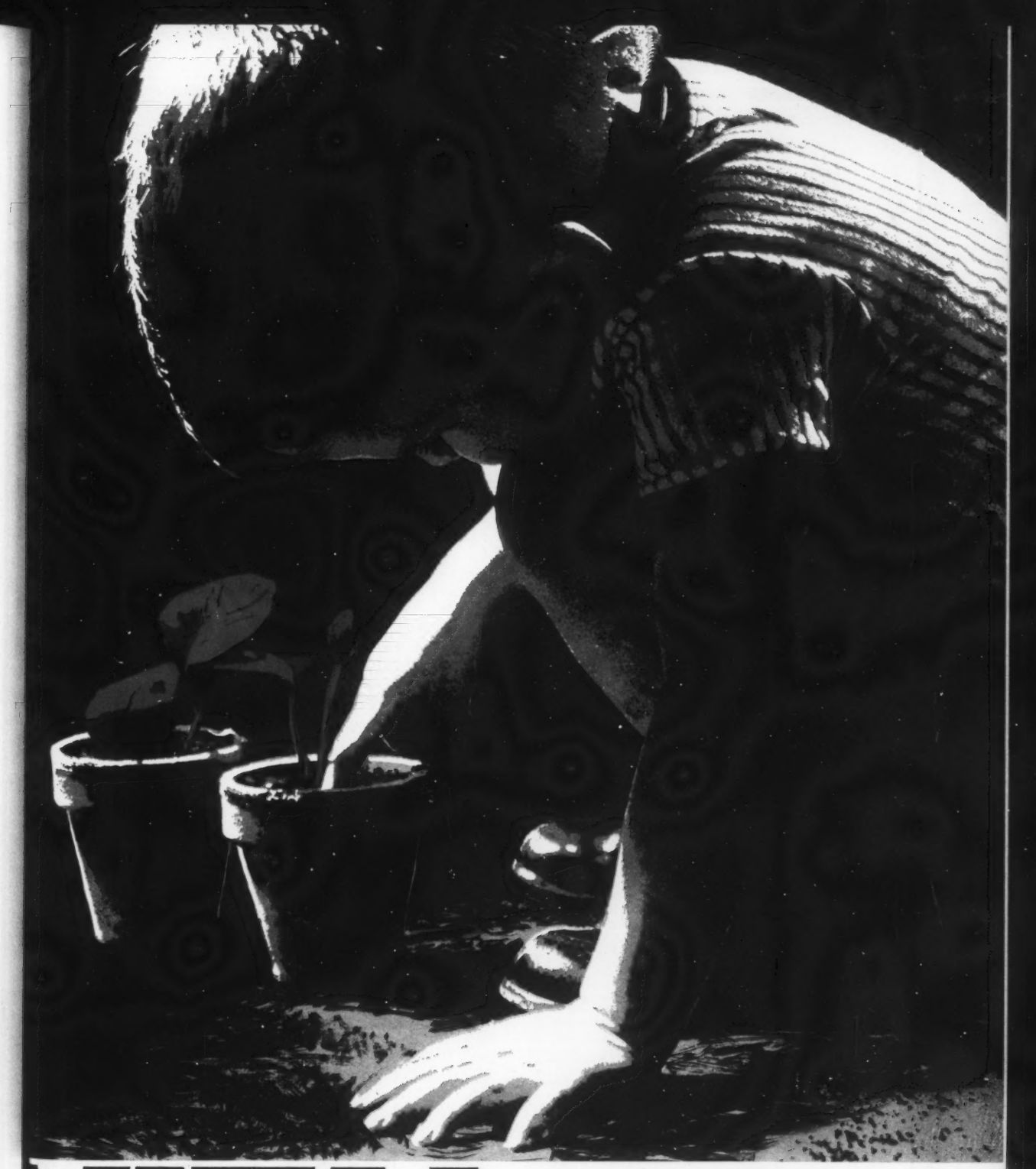
What more can we say? If you'd like to talk to a receptive, heads-up adult audience in the money belt of the Great Lakes, ask your Henry I. Christal rep for the facts on WJR.

WJR DETROIT

760 KC 50,000 WATTS

RADIO WITH ADULT APPEAL

Listeners appreciate our complete range programming . . . something for everyone—every day.



VITAL

to Houston

. . . is the growth that has been experienced over the last dozen years which makes it the most remarkable metropolitan area in America. Billions in building and population surge well past the two million mark attest to the past and present vitality — the future economic opportunity.

Vital to Houston too is KTRK-TV, keeping pace with this growth as it offers ever-increasing quality of television service.

KTRK-TV The Chronicle Station

O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC • HOUSTON CONSOLIDATED TELEVISION CO. • NATIONAL REPRESENTATIVES: GEO. P. HOLLINGBERY CO., 500 FIFTH AVENUE, NEW K 36, N. Y. • GENERAL MANAGER, WILLARD E. WALBRIDGE; COMMERCIAL MANAGER, BILL BENNETT

NG VALUES

1885

DREYDOPPEL'S
BORAX SOAP
DO YOU KNOW THAT DREYDOPPEL'S SOAP
Is the only Real and Genuine Borax Soap in America? Cleanses and purifies perfectly and easily with less soap and labor than any other article. Makes clothes beautifully white and sweet.
DREYDOPPEL'S FIVE-CENTS PACKAGE GLOSS STARCH,
Used with boiling, makes a brilliant and lasting gloss.
BEESON'S AROMATIC ALUM SULPHUR SOAP
For treatment of Skin Diseases and Beautifying Complexion
DREYDOPPEL'S DISINFECTING POWDER
The Best and safest to use. Be sure and get DREYDOPPEL'S make. Sold everywhere.
Yours Very Truly,
WM. DREYDOPPEL,
Practical Soap Maker and Chemist.

1960

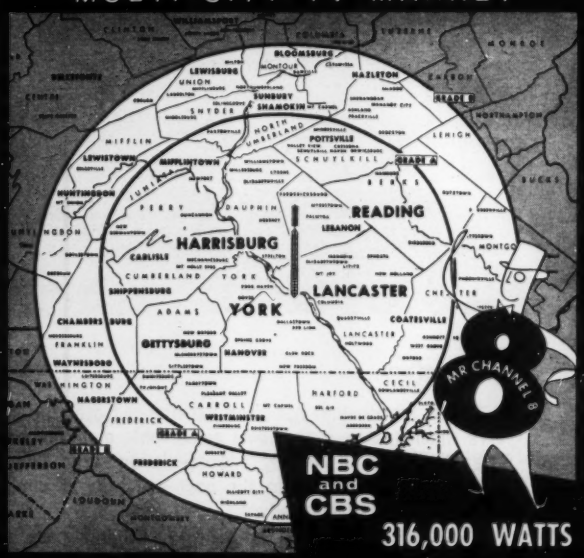
WGAL-TV

Channel 8

Lancaster, Pa.

NBC and CBS

MULTI-CITY TV MARKET



Best buy in the Lancaster/Harrisburg/York area today. This Channel 8 station is far and away the favorite in these three metropolitan markets and in many other communities as well. WGAL-TV delivers this responsive, prosperous viewing audience at lowest cost per thousand.

WGAL-TV

Channel 8

Lancaster, Pa.

NBC and CBS

STEINMAN STATION

Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT

WGN spreading ■ WGN Inc., Chicago (WGN-AM-FM-TV), is in process of making its first acquisition of broadcast property outside Chicago. Deal is expected to be closed this week for established am-tv facility in another midwestern market. WGN is paying several million dollars cash. Stations it's buying are major network affiliates in both tv and radio. Ward L. Quaal, WGN vice president and general manager, is pursuing expansion plans in other parts of country too.

Payroll peekers ■ Word is out to Internal Revenue Service offices to pay particular attention to tax returns of radio and tv station personnel. First concrete action along these lines took place last week when IRS agent called on southern station and asked to see payroll books. He told management this was according to directive from national headquarters.

This stems from payola scandals that erupted last fall. At that time, IRS had observers sitting in on congressional hearings. There's no doubt, either, that information dredged up by Federal Trade Commission and by FCC has been relayed to tax hounds. National IRS headquarters in Washington reported in answer to inquiry that earlier this year instructions went out to all regions to pay particular attention to broadcast personnel returns. How this is handled is up to individual regional and district offices, it was indicated.

NBC gratitude ■ For their performances during political conventions which won network top ratings, half-dozen key men in production and direction at NBC News, as well as Huntley-Brinkley air team, have received tangible recognition from NBC. Huntley and Brinkley, it's understood, were awarded more than their contracted fees, while others benefitted in assignments or trips.

Senate opening ■ Sen. Warren G. Magnuson (D-Wash.), chairman of Commerce Committee and spokesman in all matters pertaining to broadcasting, is looking for new top assistant. Irv Hoff, his right bower as administrative assistant, has resigned effective Sept. 1, prior to joining Sugar Refiners Assn. as Washington representative. But during September he will be working for Democrats in finance area for election campaign. Mr. Hoff's successor probably will be from state of Washington and will be versed in that state's problems and politics.

Watch this ■ There's sleeper legislation pending at this bobtail congressional session of concern to communications media. It's Senate-passed Mundt bill (S 3736) which has innocuous title of "creating a commission to be known as the Commission on Noxious & Obscene Matters and Materials." It's primarily aimed at pornographic booklets and literature but could extend to motion pictures, tv, radio and all other communications media. Measure is now pending before House Committee on Education & Labor and pressure is on among reform groups for hearings at this short session.

Measure would establish 17 member commission, a la Hoover Commission, to determine means to combat such traffic and report to President and Congress by Jan. 31, 1962. On group would be one broadcaster member, along with representatives of other media as well as public.

Bookshelf ■ Advertising Council may have "best seller" in its new booklet on public service programming paying tribute to volunteer agencies (see EDITORIALS, page 114). NAB, it's learned, has ordered 2,100 copies for nationwide distribution, and those relatively few others who have seen booklet, released today, are singing its praises. Author was Gordon Kinney of Council staff.

Conelrad idea ■ Receiving greatest acclamation from broadcasters at Gettysburg, Pa., annual Conelrad meeting weekend of Aug. 6 was suggestion by John Sherman, WCCO Minneapolis-St. Paul, that AT&T be required to furnish *gratis* lines for use of each state defense network during alert and immediately thereafter. Subject received thorough airing but no definite action was taken.

Conelrad meeting drew 180 representatives of broadcasters, common carriers and private relay operators. FCC defense commissioner Robert E. Lee announced at meeting that all government agencies had approved NIAC plan for handling flow of civil defense information to broadcasters on national basis.

Kahn's pay tv ■ Irving Kahn, TelePrompTer president, is still moving ahead in his belief in future of pay tv on community antenna systems. He's just about closed deal to acquire his fifth catv property, in Eugene, Ore. Eugene catv has about 4,000 connections. There are 7,700 subscribers in his present stable of four (Silver City and Farmington, New Mexico; Rawlins, Wyo., and Liberal, Kan.).

Some time ago Kahn was negotiating to buy group of 11 catvs in Arizona (with one in California). This is Antenna-Vision Inc. chain—in Christmas, Clifton-Morenci, Globe-Miami, Holbrook, McNary, Ray-Sonora, Safford, San Manuel, Snowflake and Winslow, all Arizona, and Big Bear, Calif. They total about 10,000 connections.

Cronkite ad libs ■ Whether it's significant or not, CBS News has something different going. Newsman Walter Cronkite, subbing for vacationing Douglas Edwards, has thrown away scripts, is using only notes and ad-libbing nightly news reports on CBS-TV. When inevitable question is asked, CBS authorities deny move was prompted by NBC Huntley-Brinkley walk-away with political convention ratings. Actually, they say, it's something veteran Cronkite has wanted to do for years. On theory he has repeatedly proven he's master ad libber, they're letting him do it.

AFA address ■ Advertising Federation of America has packing cases ready for move to Madison Avenue to be announced soon by AFA board chairman James S. Fish, advertising vice president of General Mills. Shift from present quarters on New York's West Side to long-term lease in center of ad business underscores shelving of plans to transfer headquarters to Washington as was once contemplated. New address is 655 Madison Ave. and attractions include more space and new conference room-reference library, which association hopes will attract more visitors. Move is scheduled some time after middle of next month.

While AFA's announced postponement of old plan to move to Washington, and new lease in New York, seem to put off any transfer for matter of years, there is still school of thought within organization that eventual move to capital is inevitable and probably will come to pass in future. For present, AFA Washington office remains at present Associations Bldg. address.

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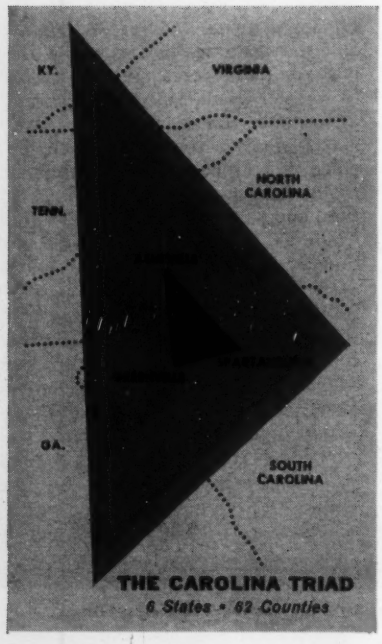
WLOS-TV...
King of the Carolina Triad!



WLOS-TV reigns supreme in this rich, six-state area . . . ranks *first* in every day part!

Every day of the week, from 9 a.m. to midnight . . . an average of 34,000 homes per quarter-hour! That's what WLOS-TV delivers, according to the March ARB for Greenville-Asheville-Spartanburg. And that's 108.6% more homes than station "C" and 21.4% more than station "B"! So if you're looking for coverage, for audience, for impact, make sure your message goes out to the Carolina Triad from the South's highest tower, WLOS-TV. Get the complete story from your PGW Colonel.

WLOS-TV abc

Serving

GREENVILLE — ASHEVILLE — SPARTANBURG

A Wometco Enterprise

Represented by Peters, Griffin, Woodward, Inc.
Southeastern Representative: James S. Ayers Co.

WOMETCO ENTERPRISES INC.

WEEK IN BRIEF

MRS. PERKINS

How many years for a tv spot? ■ Coast Federal Savings & Loan Assn. of Los Angeles went on the air seven years ago with filmed spots showing a live rabbit that plunked money into a toy bank. No one bothered to estimate the life expectancy for the commercial. But the viewers fell in love with Mr. Bunny and raised a clamor whenever a change was attempted. Now a new bunny and a new spot have come along. They had to. The old film master just plain wore out from making so many prints. Patricia Burns Perkins, assistant advertising director of Coast Federal, tells about it in this week's MONDAY MEMO. Page **20.**

SRA booms single rate ■ Representatives association urges all stations to drop the "general" and "retail" rate distinctions in favor of a single rate for both classes of business. Page **27.**

Political buying begins ■ Major parties get organizations ready for the autumn campaign; timebuying gets under way; party officials are working on plans for the Nixon-Kennedy on-the-air debates. Page **32.**

That halo on Magoo ■ It comes from General Electric's thousands of bulbs, sales for which the cartoon character has lit the way. He'll be campaigning in the fall backed by $1 million fund. Page **34.**

CBS Radio's cutback ■ Affiliates board and network officials reach agreement on a plan to eliminate daytime serials and some other programs; introduced 10-minute newscasts on the hour and five-minute news on the half-hour. News, public affairs and personality programs would become the backbone of the network's regular schedule. Page **46.**

The story of RPI ■ Radio Press International, a trail-blazer in the field of independent voice news services for radio, is now keeping the listeners of 52 stations posted on national and world events. Page **52.**

Rebuttal for tv's critics ■ Jesuit's thesis analyzes tv's current program fare and finds that the common complaints on shows aren't entirely founded. Page **60.**

$5 million for 31,000 ■ Jerrold sells its nine community antenna systems to H&B American Corp. Charles L. Glett, tv pioneer, is named president of H&B and of the subsidiary to run catv operations. Page **66.**

Fight Miami and Boston decisions ■ North Dade Video Inc. and Boston Herald-Traveler file petitions with the FCC to reconsider *ex parte* verdicts. National Airlines, whose WPST-TV Miami must go off the air Sept. 15, is expected to file a federal court appeal. Page **76.**

Something they'll swallow ■ Pastore Senate unit, after hearing the broadcasters' side of the story, is sending payola bill to the floor in a more palatable form: minus license suspensions and with a modified forfeiture provision. Page **80.**

Suspension in jeopardy? ■ Rep. Harris tells Arkansas broadcasters that several members of the House have expressed opposition to pending measure suspending Sec. 315 for presidential campaigning. Page **88.**

DEPARTMENTS

AT DEADLINE 9
BROADCAST ADVERTISING 27
BUSINESS BRIEFLY 39
CHANGING HANDS 70
CLOSED CIRCUIT 5
COLORCASTING 46
DATEBOOK 14
EDITORIAL PAGE 114
EQUIPMENT & ENGINEERING 90
FANFARE 97
FATES & FORTUNES 92
FOR THE RECORD 101
GOVERNMENT 76
INTERNATIONAL 100
LEAD STORY 27
THE MEDIA 66
MONDAY MEMO 20
OPEN MIKE 22
OUR RESPECTS 113
PROGRAMMING 46
WEEK'S HEADLINERS 10

ONE FIRST NO. 1

IN LANSING

The latest Hooper proves that . . .

WILS

is the markets'

NO. 1 STATION

TIME	WILS	STATION B
Mon.-Fri. 7:00 am 12:00 noon	63.1	19.9
Mon.-Fri. 12:00 noon 6:00 pm	66.5	14.2

C. E. Hooper — Jan., Feb., March, 1960

with 5000 WATTS

WILS

leads Station B in power by 20-1

. . . all of which makes WILS the very best buy to serve and sell the Lansing markets' 313,000 residents

represented by Venard, Rintoul & McConnell

WILS is associated with WILX-TV NBC · CHANNEL 10 studios in LANSING – JACKSON – BATTLE CREEK and WPON – Pontiac

MORE OF EVERYTHING IN WINSLAND

WINSland Population **17,127,000** Retail Sales **$22,539,189.90**

EQUALS THE NEXT 3 MARKETS COMBINED

Los Angeles Chicago Philadelphia	17,413,700	$25,003,063.00

EQUALS THE NEXT 7 MARKETS COMBINED

Detroit San Francisco Boston Pittsburgh Washington, D. C. St. Louis Cleveland	17,413,000	$22,881,884.00

WINSland is also larger than the next 17 combined markets (12 through 28). Radio WINS can reach this fabulous market for substantially less than the cost of comparable coverage in the composite areas above.

Metro area data from Standard Rate and Data Service.

AT DEADLINE

LATE NEWSBREAKS ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS ON PAGE 27

FCC ORDERS CAMPAIGN PROBE

Details on handling of politics must be filed

Questionnaires seeking detailed information on political broadcasts in all categories, plus monies received, are being mailed by FCC to all licensees and national networks. All stations—with separate answers required for am, fm and/or tv combinations—and ABC, CBS, MBS and NBC must reply by Dec. 5.

FCC is mailing questionnaire under mandate of special watchdog subcommittee of Senate Commerce Committee, which was formed to keep close watch over stations during 1960 campaign (BROADCASTING, June 20). Questions cover period from Sept. 1 to Nov. 8, date of general election.

Subjects covered include (1) general station policy with respect to political broadcasts; (2) editorials supporting candidates and steps taken to air "reply" statements; (3) use of stations by candidate or his representative, including whether appearance is sustaining or paid and amount of mony received; (4) appearances of candidates only on network and local programs and announcements, and (5) total amount of time devoted to individual candidates, including offices sought, party represented and whether appearance was exempt from Sec. 315.

Stations and networks were told to detail all requests for time which they had denied. Also, detailed breakdown of actual appearances, whether announcements, programs of less than five minutes and more than five minutes. Aspirants for all offices, from President to justice of peace, are covered.

In separate questionnaire to networks, FCC ordered them to list call letters and cities of all stations which turned down sustaining political programs. Networks were also charged with giving affiliates complete breakdown of network total political programming time by parties.

Each licensee will be sent two questionnaires—one to be returned to FCC and second for station's file. In covering letter, commission reminded stations of their responsibility under Sec. 315 to ". . . afford reasonable opportunity for the discussion of conflicting views on issues of public importance."

Political survey was compiled by Hyman Goldin, chief of FCC Economics Div., after consultations with members of Washington legal fraternity and networks.

Free air trips start CAB probe

Three foreign airlines have been charged with bartering free trips to Europe for plugs on radio and tv and in newspapers.

Complaints filed with Civil Aeronautics Board were directed at German Lufthansa, French Air France and Belgium Sabena.

Practice violates U.S. regulation which requires that air carriers charge money for transportation and services rendered.

In listing details, CAB enforcement office said airlines had deals with following among others:

Lufthansa—Eugen Geissler, producer of *German Hour*, KSTL St. Louis, Mo.; WDLB Marshfield, Wis.; WKFM Chicago, Ill.; CFCF Montreal, Que.; WNEW New York.

Air France—Richard S. Robbins Co., New York, for advertising, publicity and/or promotional services on *The Price Is Right* television program; Albert Black, Lido Beach, N.Y., for advertising and/or publicity on *Play Ball* television program.

Sabena—Richard S. Robbins Co., New York, for *The Price Is Right* tv program.

Court asked to halt Miami expiration

National Airlines went to court Friday in attempt to prevent its Miami ch. 10 from going dark Sept. 15.

It told U.S. Court of Appeals in Washington that FCC erred in issuing July 14 decision vacating 1957 grant to airline subsidiary and issuing permit to L. B. Wilson Inc., only one of four Miami ch. 10 applicants found untarred by *ex parte* brush.

Commission has no authority to take such actions, owner of WPST-TV Miami told court, because case was remanded to determine whether any hanky-panky took place and whether grant should be voided—not to issue final orders on its own.

Court told FCC to hold hearings and make recommendations on what it found and what it proposed to do, National Airlines said.

At the same time, airline company petitioned FCC to stay effectiveness of its July 14 order pending outcome of court appeal.

Also on Friday, L.B. Wilson Inc. asked FCC for 90-day special temporary order to permit it to begin construction immediately and to be able to begin operating by Sept. 15 in order to maintain continuity of ch. 10 service in Miami.

FCC had ordered WPST-TV off air by Sept. 15.

L.B. Wilson asked for STA because FCC grant was based on seven-year old application. Changes that have occurred since then, L.B. Wilson said, have required acquisition of new antenna site, equipment changes, etc. Wilson request also indicated meagre 0.3-mile shortage in mileage separation from site proposed by several Largo, Fla., ch. 10 applicants and its own. Mileage separations between its site and existing stations meet requirements, it stated.

Earlier in week, North Dade Video Inc., also original Miami ch. 10 applicant, asked FCC to reconsider July 14 order which found that it too was tainted by off-record activities (see page 76).

Satellite in orbit relays Ike's voice

They're bouncing radio signals off 1,000-mile-high reflector following successful launching of first passive satellite balloon from Cape Canaveral Friday morning.

Echo I, 100-ft. diameter, aluminized balloon went into orbit after being ejected from Thor-Delta rocket.

Voice of President Eisenhower was relayed via 10-story-high reflector within hours after launching. Reception was "loud and clear" according to reports. Collins Radio used satellite for transmissions between Texas and Cedar Rapids, Iowa. U.S. Army is reported ready to launch active repeater satellite soon.

Payola report due

Senate Commerce Committee late Friday had obtained assent of 16 of its 17 members to report payola bill (story page 80) to floor today (Mon-

AT DEADLINE CONTINUED

day) or tomorrow, with amendments added by Pastore subcommittee to knock out license suspensions and to modify forfeiture provisions. Chairman Warren G. Magnuson predicted easy passage of bill in Senate.

Agencies affiliate

Affiliation agreement was announced Friday by Edward H. Weiss & Co., Chicago-based agency, which bills $15 million, and Allmayer, Fox & Reshkin, Kansas City. Coincidentally, Thomas J. Lipton Inc. announced its Wish-Bone Div. account would move from AF&R to Weiss, along with S. Jerome Reshkin, executive vice president, who continues as account supervisor. Kansas City agency has handled Wish-Bone advertising for past nine years.

Business briefly

L&N set ■ Lennen & Newell is odds-on bet to be named today (Aug. 15) as agency for Cities Service Co. (petroleum products), major eastern regional account. Company is heavy in spot radio (estimated $1 million in 1959), uses spot tv to lesser degree (about $150,000 in 1959). Ellington & Co. has been agency for past 13 years.

Norelco drive ■ North American Phillips Co., N.Y., which for entire year 1959 spent over half-million dollars gross for spot tv, will break in September with "over $1 million campaign" in spot television for new electric Norelco shaver with "floating head," which has been on sale only since July 1. Norelco will be in minimum of 157 stations in 138 markets on weekends only, also may use network tv and radio spot. New campaign will run until Christmas. C.J. La Roche, N.Y., is agency handling Norelco's campaign.

WEEK'S HEADLINERS

Eugene H. Alnwick, sales director, MBS, resigned Friday. Mutual President Robert F. Hurleigh in announcing acceptance of resignation said successor had not yet been selected. Mr. Alnwick noted he planned to continue in advertising field, though not in network radio. He began selling for Mutual in 1957 and became sales director in July, 1959. His past associations include Dancer-Fitzgerald-Sample, Compton Adv. and C.J. La Roche.

MR. ABRAMS

George J. Abrams, president and chief executive officer of Cosmetics & Toiletries Div. of Warner-Lambert Pharmaceutical Co., resigns. Mr. Abrams said last week he expects to affiliate with an advertising agency or manufacturing firm—"an advertiser". Mr. Abrams spent four years at Revlon, leaving firm in Feburary 1959 when he was advertising vp. Before his Revlon post, he was vp of advertising and sales at Block Drug Co., and earlier was with Eversharp Inc., Anacin Co. (now part of American Home Products) and National Biscuit Co. Mr. Abrams at Warner-Lambert had responsibility for Richard Hudnut, DuBarry and Sportsman lines.

MR. OWEN

MR. MCCLUER

Forrest Owen, vp and general manager of Los Angeles office of Wade Adv., transfers to Chicago headquarters as executive vp. **Paul McCluer,** executive vp of Chicago operation succeeds Mr. Owen in Los Angeles. Mr. Owen joined Wade in 1944 as radio director, moved to Los Angeles office in 1946, then to New York in 1946 to open agency's new office there. He returned to Los Angeles in 1956 as vp and general manager. Mr. McCluer joined Wade in 1951 and was named vp and board member in 1959. Previously, he had been with NBC for 20 years, serving as sales manager since 1941.

John Elliott Jr., vp and director of BBDO, N.Y., to Ogilvy, Benson & Mather, N.Y., as senior vp and member of executive committee, which is made up of some half-dozen agency seniors. Mr. Elliott had been with BBDO around 10 years and was management supervisor on duPont account. OB&M does not make public executives' account responsibilities, but Mr. Elliott is joining agency at time when it is aligning staff to service new Shell Oil account.

MR. MCCORMICK

MR. KNIGHT

William M. McCormick, vp and director of sales at WOR New York, named president of Yankee Network Div. of RKO General Inc. (owned by General Tire & Rubber Co.), and general manager of WNAC-AM-TV, WRKO-FM Boston, effective Aug. 22. He succeeds **Norman Knight,** who asked to be relieved to devote time to public affairs and public service both in and out of broadcasting field and to private interests (he is president and sole stockholder of New England stations WHEB Portsmouth, WTSV-AM-FM Claremont and WTSL Hanover, all New Hampshire, and WEIM Fitchburg, Mass.). Mr. McCormick joined WOR in 1946 as account executive, moved up in sales posts, for three years (1954-57) serving as regional sales manager with responsibility for New England, Philadelphia and New Jersey. He was elected vp and director of sales in 1959, having become sales manager of WOR division in 1956. Mr. Knight has headed New England operation for RKO General since 1954.

MR. LIDDEL

Robert Liddel, head timebuyer at Compton Adv., New York, promoted to associate media director, one of four at agency. He is taking over network negotiations for Compton, function which previously had been split up between media director (Frank Kemp, vp) and program director (Lewis H. Titterton, also vp). Mr. Liddel started with Compton in 1952, handling media detail and moved up through buying department until he became top buyer of radio and tv last year.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

WHIS-TV

Channel 6, NBC-ABC
Bluefield, W. Va.

Serving more than 300,000 homes within the rich Central Appalachian Area, and

WHIS RADIO

5,000 watts day - 500 watts night, NBC

Serving 70,000 homes in the same rich area

proudly announce the appointment of

SELECT STATION REPRESENTATIVES

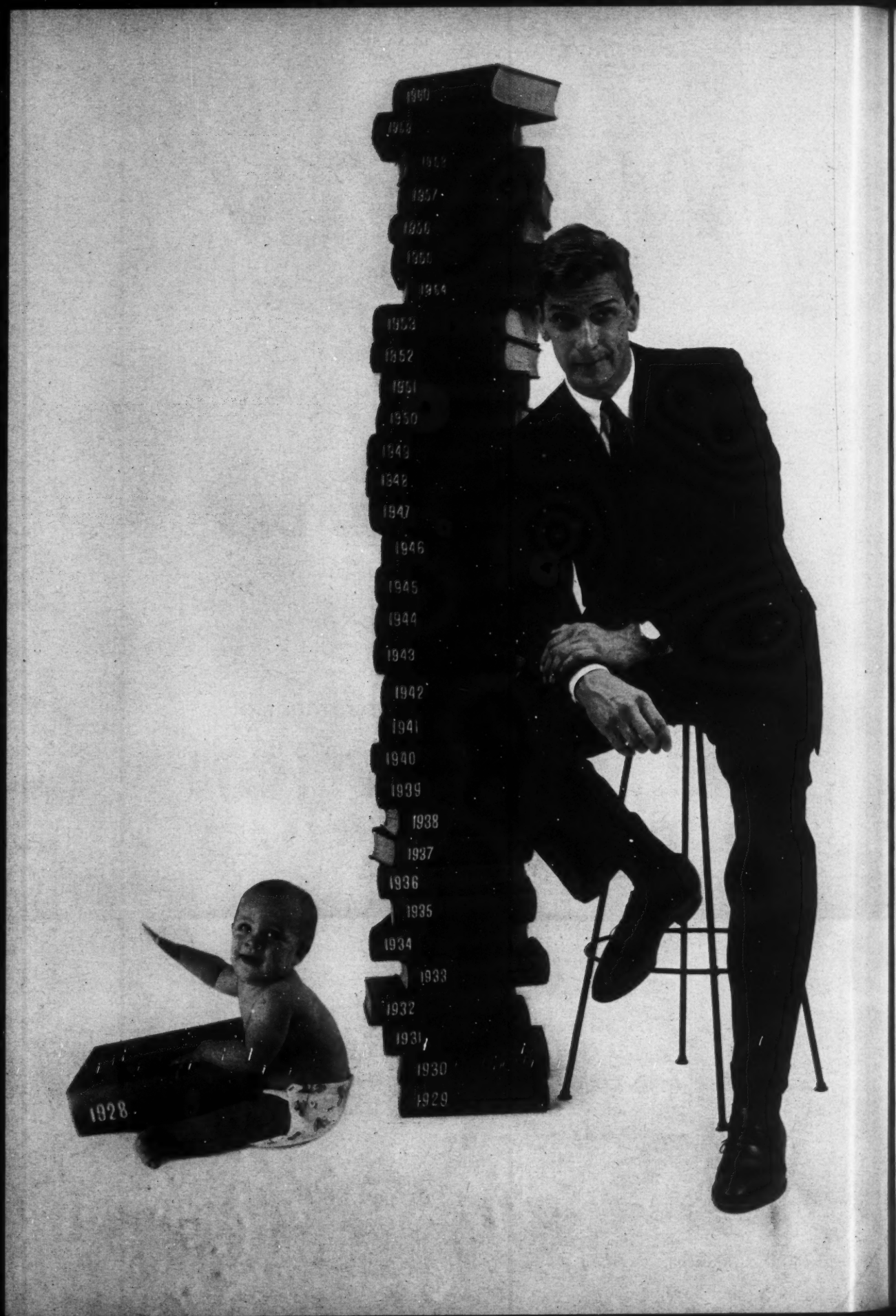
effective August 1st 1960

represented by

SELECT STATION REPRESENTATIVES
in New York, Philadelphia, Baltimore, Washington

WEED AND COMPANY
in the Midwest and on the West Coast

CLARKE BROWN COMPANY
in the South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YOU LEARN A LOT IN 33 YEARS

Storer Broadcasting Company has learned that responsible, responsive audiences are the keys to success in broadcasting. We've learned that the best way to develop such audiences is to operate in the public interest.

We've learned, too, that before you can sell a product or an idea, you first must earn your position within the community, both as a good neighbor and as a broadcaster of integrity.

For 33 years Storer stations have had responsible, responsive audiences. We are appreciative of this continued interest and confidence; and we will do everything within the bounds of good taste and highest community service to keep them.

STORER BROADCASTING COMPANY

33 years of community service

Radio	*Television*
DETROIT...WJBK	DETROIT.....WJBK-TV
CLEVELAND....WJW	CLEVELAND...WJW-TV
TOLEDO...WSPD	MILWAUKEE...WITI-TV
WHEELING...WWVA	ATLANTA.....WAGA-TV
PHILADELPHIA....WIBG	TOLEDO.....WSPD-TV
MIAMI...WGBS	
LOS ANGELES...KGBS	

NATIONAL SALES OFFICES: 625 Madison Ave., N.Y. 22, PLaza 1-3940 / 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

N

News

(nūz) *n.*

1. a report of a recent event

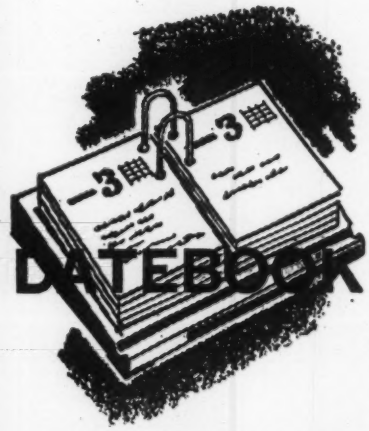
2. *e.g.* the immediate coverage and analyses of critical issues provided by **wmca**'s expanded news-public affairs department.

THE STRAUS BROADCASTING GROUP

wmca NEW YORK AM Radio Sales

wbny BUFFALO ■ Jack Masla & Co., Inc.

rpi RADIO PRESS INTERNATIONAL



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

AUGUST

Aug. 14-20—Broadcast Responsibility Seminar. Among participants will be Louis Hausman, director of Television Information Office; A. Louis Read, vice president and general manager of WDSU-AM-FM-TV New Orleans, and Richard Salant, CBS vice president. Syracuse U., Syracuse, N.Y.

Aug. 19-20—Texas AP Broadcasters Assn. Baker Hotel, Mineral Wells.

***Aug. 21-23—South Carolina Broadcasters Assn.** summer meeting. Holiday Inn Motel, Myrtle Beach. Vincent Wasilewski, NAB vice president for government relations, will be guest speaker.

Aug. 22-26—National Catholic Communications Seminar, Manhattan College, New York. Held under the auspices of the National Catholic Welfare Conference.

Aug. 23-26—Western Electronic Show & Convention, Memorial Sports Arena, Los Angeles. Rear Admiral Joseph A. Jaap, director of development programs, Office of the Chief of Naval Operations, will speak at all-industry luncheon Aug. 26 at Statler-Hilton Hotel.

Aug. 24—Northeast Radio Network annual affiliates meeting. Statler Club, Cornell U. campus, Ithaca, N.Y.

Aug. 26-27—Oklahoma Broadcasters' Assn. Western Hill Lodge, Wagoner.

Aug. 29—NAB Radio Code Review Board, NAB headquarters, Washington, D.C.

Aug. 29-Sept. 2—American Bar Assn. Annual convention, Statler-Hilton Hotel, Washington, D.C. President Eisenhower will address opening session, 2 p.m. Aug. 29 at Sheraton-Park Hotel.

***Aug. 29-Sept. 3—American Assn. for Education in Journalism** annual convention. The Council on Radio and Television Journalism will sponsor three broadcasting events: an address on convention and campaign broadcast coverage by Samuel J. Sharkey, editor of NBC News; a panel discussion on radio-tv education against the background of the mass communications approach, and a session on research. Pennsylvania State U., University Park, Pa.

SEPTEMBER

Sept. 1—Comments due on **FCC** proposal to add additional vhf channels to several principal markets through reduced mileage separations. Also under consideration are new engineering curves for use in plotting assignments. This is continuance of June 20 deadline. Reply comments now due Sept. 16. (Dockets 13340 and 13374.)

Sept. 2-4—West Virginia Broadcasters' Assn. annual fall meeting. The Greenbrier, White Sulpher Springs.

Sept. 12-15—Premium Advertising Assn. of America. Hotel Astor, New York.

Sept. 12-13—Radio Advertising Bureau course (in eight cities) on better radio station management. Starved Rock Lodge, Utica, N.Y.

Sept. 15—Southern California Broadcasters Assn. luncheon at Hollywood Knickerbocker. Cunningham & Walsh executives will discuss radio problems.

Sept. 15-16—Public Utilities Advertising Assn. Region 5 meeting. Tampa Terrace Hotel, Tampa, Fla.

Sept. 15-16—Radio Advertising Bureau course (in eight cities) on better radio station management. Lincoln Lodge, Columbus, Ohio.

***Sept. 15-17—British Columbia Assn.** of Broadcasters annual meeting at Kelowna, B.C.

Sept. 16-18—UPI Minnesota Broadcasters fall meeting. Sawbill Lodge, Tofte, Minn.

Sept. 18-20—Louisiana Assn. of Broadcasters convention. Sheraton-Charles Hotel, New Orleans.

Sept. 18-21—Assn. Canadienne Radio Television Francaise annual meeting. Alpine Inn, Ste. Marguerite, Que. Among the speakers will be Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, and Murray Brown, CFPL-AM-FM-TV, president of the Canadian Assn. of Broadcasters.

Sept. 19-20—Radio Advertising Bureau course (in eight cities) on better radio station management. Pocono Manor Inn, Pocono Manor, Pa.

Sept. 19-21—Institute of Radio Engineers national symposium on space electronics and telemetry, Shoreham Hotel, Washington.

***Sept. 20-21—Atlantic Assn.** of Broadcasters annual meeting at Amherst, N.S.

Sept. 22—AP Michigan Broadcasters meeting. St. Clair Inn, St. Clair, Mich.

Sept. 22-24—Advertising Federation of America Tenth District convention. Little Rock, Ark.

Sept. 22-24—Michigan Assn. of Broadcasters fall convention. St. Clair Inn, St. Clair, Mich.

Sept. 23—FCC has scheduled oral argument on 23 applications for extension of time to construct uhf tv stations, pursuant to hearing order of June 11. For list of stations see FOR THE RECORD, Aug. 1 issue.

Sept. 23-24—Institute of Radio Engineers, Professional Group on Broadcasting sponsors 10th annual broadcasting symposium. Willard Hotel, Washington, D.C.

Sept. 26-27—Radio Advertising Bureau course (in eight cities) on better radio station management. Williamsburg Inn, Williamsburg, Va.

Sept. 26-30—Board of Broadcast Governors meeting at Ottawa, Ont., for hearing of station applications.

Sept. 28—Assn. of National Advertisers workshop on advertising management. Ambassador Hotel, Chicago.

Sept. 28-29—CBS Radio Affiliates Assn. annual convention. Waldorf-Astoria Hotel, N.Y.

Sept. 29-30—Radio Advertising Bureau course (in eight cities) on better radio station management. Diplomat Hotel, Hollywood, Fla.

***Sept. 29-Oct. 3—Alabama Broadcasters Assn.** annual fall meeting. Stafford Hotel and U. of Alabama campus, Tuscaloosa.

OCTOBER

***Oct. 1-2—Illinois News Broadcasters Assn.** fall meeting. Faust Hotel, Rockford. Tentative program plans include session for major state candidates in fall elections.

Oct. 2-4—Advertising Federation of America Seventh District convention, Chattanooga, Tenn.

Oct. 3-4—Radio Advertising Bureau course (in eight cities) on better radio station management. Terrace Motor Hotel, Austin, Tex.

Oct. 3-5—Institute of Radio Engineers sixth national communication symposium, Hotel Utica and Utica Memorial Auditorium, Utica, N.Y.

Oct. 4—Retrial of former FCC Commissioner Richard A. Mack and Miami attorney Thurman A. Whiteside, charged with conspiring to rig the Miami ch. 10 tv grant (first trial ended in a hung jury).

***Oct. 4—NAB Tv Code Review Board** meeting, NAB Headquarters, Washington. Girdle-bra advertising and theatrical film clips used in tv promotion are among board problems. Plans will be drawn for integration of code operations among Washington, New York and Hollywood offices.

Oct. 4-5—Advertising Research Foundation annual conference. Hotel Commodore, N.Y.

Oct. 5-8—Radio Television News Directors Assn. annual International Convention, The Queen Elizabeth, Montreal, Quebec, Canada.

Oct. 6-7—Radio Advertising Bureau course (in eight cities) on better radio station management. Rickey's Studio Inn, Palo Alto, Calif.

***Oct. 10—FCC's** inquiry into tv network program selection practices will be resumed in the U.S. Post Office & Court House, 312 N. Spring St.,

Remember When It Used To Be True That

"You Can't Satisfy Everybody"?

That was before the Encyclopaedia Film Library became available to the program director — before Trans-Lux Television Corporation put a choice of 101 program ideas, from over 700 film subjects, at his beck and call. Now, neither the mechanical-minded moppet, nor the budding batting champion, need look further than the channel where EB Films are shown.

The EBF library contains subjects that appeal to every taste, on every audience level. Some are largely educational, many are solely entertaining; most, you will agree, provide perfect "edutainment."

You can live with the insistent clamor for upgrading TV generally, and for high-type public service programming specifically, by integrating EB Films into existing formats and by creating new programs for this purpose.

In the days before Trans-Lux pioneered EBF, the answer to the problem might well have been, "You can't satisfy everybody."

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RICHARD CARLTON, Vice President
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In Augusta, Georgia

YOUR PRODUCT'S BEST FRIEND IS

The FRIENDLY Group's
WRDW-TV
CHANNEL 12

Newest member of The FRIENDLY Group serving over a million people with 721 million dollars to spend. The best of CBS and ABC.

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Represented Nationally by Avery-Knodel, Inc.

WSTV-TV CHANNEL 9
The Best of CBS and ABC
STEUBENVILLE—WHEELING
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WRGP-TV CHANNEL 3
The Best of NBC
CHATTANOOGA, TENNESSEE
Represented by H-R

WRDW-TV CHANNEL 12
The Best of CBS and ABC
AUGUSTA, GEORGIA
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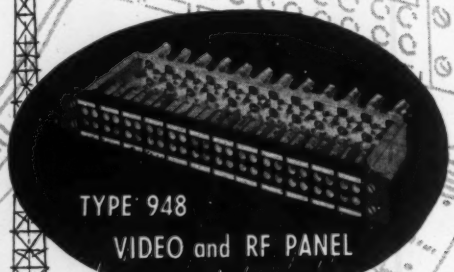
WBOY-TV CHANNEL 12
The Best of NBC and CBS
CLARKSBURG, WEST VIRGINIA
Represented by Avery-Knodel, Inc.

KODE-TV CHANNEL 12
The Best of CBS and ABC
JOPLIN, MISSOURI
Represented by Avery-Knodel, Inc.

Audio, Video and R F Jack Panels



Patch Cords & Looping Plugs
available for use with
Nems-Clarke Jack Panels

NEMS CLARKE COMPANY
A DIVISION OF VITRO CORPORATION OF AMERICA
919 JESUP-BLAIR DRIVE • SILVER SPRING, MARYLAND • JUNIPER 5-1000

Los Angeles. This phase of the proceeding will deal with film tie-ins.

Oct. 10-11—Radio Advertising Bureau course (in eight cities) on better radio station management. Town House, Omaha, Neb.

Oct. 10-12—Institute of Radio Engineers national electronics conference, Sherman Hotel, Chicago.

Oct. 11—Wisconsin Fm Station Clinic. Center Building, U. of Wisconsin, Madison.

Oct. 11-14—Audio Engineering Society 12th annual convention, Hotel New Yorker, N.Y.

*Oct. 13-15—Mutual Advertising Agency Network third and final 1960 business meeting and fall creative convention. Bismarck Hotel, Chicago.

Oct. 16-17—Texas Assn. of Broadcasters fall convention. Sheraton Dallas Hotel, Dallas.

Oct. 16-18—National Education Television & Radio Center annual meeting of managers of affiliated stations. Rickey's Palo Alto, Calif.

Oct. 16-22—Fifth International Congress on High Speed Photography, sponsored by the Society of Motion Picture & Television Engineers. Sheraton-Park Hotel, Washington, D.C.

Oct. 18-21—National Assn. of Educational Broadcasters annual convention. Jack Tar Hotel, San Francisco.

Oct. 20—Southern California Broadcasters Assn. luncheon at Hollywood Knickerbocker. Anderson & McConnell executives will lead the discussion.

*Oct. 23-26—Central Canada Broadcasters Assn. annual meeting, Montreal, Que.

Oct. 25-26—Engineering section, Central Canada Broadcasters Assn., King Edward Hotel, Toronto.

Oct. 31-Nov. 2—Institute of Radio Engineers radio fall meet, Syracuse, N.Y.

NOVEMBER

Nov. 3-4—Ohio Assn. of Broadcasters fall convention. Columbus Athletic Club, Columbus, Ohio.

Nov. 13-16—Assn. of National Advertisers annual meeting. The Homestead, Hot Springs, Va.

Nov. 16-18—Television Bureau of Advertising annual meeting. Waldorf-Astoria, New York.

Nov. 26—Utah-Idaho Associated Press Broadcasters Assn. convention. Twin Falls, Idaho.

AWRT Conferences

Sept. 16-18—American Women in Radio & Television board of directors meeting. Statler-Hilton Hotel, Washington, D.C.

Sept. 23-25—AWRT southwest area conference. Skirvin Hotel, Oklahoma City.

Sept. 30-Oct. 2—AWRT southern area Music City, USA conference, Andrew Jackson Hotel, Nashville, Tenn.

Sept. 30-Oct. 2—AWRT New England conference. Springfield, Mass.

Oct. 7-8—AWRT Heart of America conference. Chase Hotel, St. Louis.

Nov. 4-6—AWRT Pennsylvania conference. Harrisburg, Pa.

AAAA Conventions

Oct. 13-14—American Association of Advertising Agencies, central region annual meeting. Ambassador West Hotel, Chicago.

Oct. 16-19—AAAA, western region annual convention. Hotel del Coronado, Coronado, Calif.

Nov. 2-3—AAAA, eastern region annual conference, Biltmore Hotel, New York.

Nov. 30—AAAA, east central region annual meeting. Statler Hilton Hotel, Detroit.

NAB Fall Conferences

Oct. 13-14—Biltmore Hotel, Atlanta
Oct. 18-19—Sheraton-Dallas, Dallas
Oct. 20-21—Mark Hopkins, San Francisco
Oct. 24-25—Denver-Hilton, Denver
Oct. 27-28—Fontenelle, Omaha, Neb.
Nov. 14-15—Statler Hilton, Washington
Nov. 21-22—Edgewater Beach, Chicago
Nov. 28-29—Biltmore Hotel, New York

STATISTICS

don't buy gas appliances....

PEOPLE DO!

Sure, you have to look at statistics when you're buying TV time. That's all right with us at WJAC-TV because both A. R. B. and Nielsen rate us tops in the Johnstown-Altoona market.

But there's more to the story than cold figures ---people buy products, and people overwhelmingly favor products they see on WJAC-TV. Mr. Roman Pijanowski, Advertising Manager of The Peoples Natural Gas Company in Johnstown, knows this, and he says:

> "Although my company does not sell gas appliances directly to the public, we know, from talks with appliance dealers and home builders, that people buy gas dryers, furnaces, gas lights, water heaters, ranges, refrigerators and incinerators because they see them on WJAC-TV."

Statistics . . . yes, we have them. And we have sales success stories, too. Both prove that WJAC-TV is the station to buy in the Johnstown-Altoona Market!

get the whole story from

HARRINGTON, RIGHTER AND PARSONS, INC.

NETWORK PROGRAMMING

AIR POWER · CODE THREE · SAN FRANCISCO BEAT · NAVY LO
SHOTGUN SLADE · TRACKDOWN · THIS MAN DAWSON · 26 MEN
THE CALIFORNIANS · THE HONEYMOONERS · MR. ADAMS AND EV
MEET McGRAW · DEADLINE · BOLD VENTURE · COLONEL FLAC
SILENT SERVICE · FLIGHT · PANIC · POLICEWOMAN DECO
IT'S A GREAT LIFE · INTERPOL CALLING · YOU ARE THER
HIRAM HOLLIDAY · MIKE HAMMER · BOLD JOURNE

WPIX

the prestige independent

WPIX-11 IS THE "Network Station" for Spot Advertisers in New York! *Audiences* have learned to expect network quality entertainment *every* night on WPIX-11. *Advertisers* know that of *all seven* New York stations only WPIX offers so many opportunities to place *minute* commercials in *prime evening time* in such network quality programming. And Nielsen has *proved* that WPIX audience incomes, home ownerships, jobs, etc. are *the same* as on the leading network station! You'll never find "mail order" or over-long commercials on WPIX-11. You *will* find important looking programs, only the best advertisers and a proved quality audience . . . *on* a station that has a healthy respect for the rate card. ***Where are your 60-second commercials tonight?***

NG ETWORK AUDIENCES

AVY LO
26 MEN
AND EV
L FLAC
DECO
THERE
URNE

Nielsen recently studied his entire New York sample, both Audi- and Recordimeter-Audilog homes, and found "no significant erence" between the kind of people who watch WPIX 11—New York's ng Independent station—and New York's leading **Network** station. Nielsen "WPIX AUDIENCE PROFILE" study provides a direct com- son of audiences for the prime qualitative categories of: FAMILY OME • HOME OWNERSHIP • AUTOMOBILE OWNERSHIP • SIZE OF ILY • AGE OF HOUSEWIFE • OCCUPATION, HEAD OF HOUSEHOLD 7:00-11:00 PM, seven nights a week. Qualitatively they are equal. Nielsen states: **"NONE OF THE COMPARISONS YIELDED A SIG- ICANT DIFFERENCE!"**

NETWORK ADVERTISERS

The Procter & Gamble Co. • General Motors Corp. • Bristol-Myers Co General Foods Corp. • Chrysler Corp. • American Airlines, Inc. • Co gate-Palmolive Co. • R. J. Reynolds Tobacco Co. • Warner-Lamber Pharmaceutical Co., Inc. • United Air Lines, Inc. • General Mills, Inc National Biscuit Co. • U. S. Rubber Co. • Brown & Williamson Tobacc Corp. • Ford Motor Co. • The Coca-Cola Co. • General Cigar Co Borden's • Trans-World Airlines, Inc. • Vick Chemical Co. • P. Lorillar Co. • Best Foods • U. S. Tobacco Co. • Texaco Canada Limite Kellogg Company • Miles Laboratories, Inc. • The American Tobacc Co. • Cannon Mills, Inc. • International Shoe Co. • Firestone • Gul Oil Corp. • Sterling Drug, Inc. • Lever Brothers Co. • and many more

WPIX
new york

The ONLY New York independent qualified to display the SEAL OF GOOD PRACTICE.

MONDAY MEMO

from **PATRICIA BURNS PERKINS,** *assistant advertising director, Coast Federal Savings & Loan Assn., Los Angeles*

How many years for a tv spot?

How long should a tv spot run? That's a simple enough question and it would seem simple enough to answer, probably by saying that it should run as long as it's attracting attention, arousing interest, achieving identification and generally doing a job for the advertiser.

But in real life it's not that simple. How can you tell how long is long enough? Coast Federal has just put a new commercial on tv in Los Angeles in place of one that may have achieved the longest time-in-use record ever chalked up. And even now we aren't quite sure whether to mention with pride or with faint apology that our Coast Federal rabbit has been putting silver dollars in a coin-bank replica of our 9th and Hill St. building for more than seven years while a trio merrily sang "If it's safety you want most, open your savings account at Coast" to the tune of "Pop Goes the Weasel." This was not on a now-and-then basis or on a single channel but year-in, year-out on three network channels, with much extra scheduling four times a year in "reinvestment" periods.

Whether this antiquity is actually unique we don't know (we'd be interested in rival claims!). We do know that our change to a new spot has created much comment. But the really important question to us is whether viewers will be as strongly and favorably impressed by the new spot as they were by the old one.

Rabbit Reasoning ■ When the Coast bunny first took to television I wasn't around, so I'm not sure what success was anticipated for his debut. I do know that he created a response beyond any anticipation and that this response never ended. In the week after the new commercial replaced the old one we were still answering letters from fans who wanted to settle neighborhood arguments about the seven year old commercial with first-hand information as to whether the bunny was really alive and, if so, how he was trained to do something so un-rabbit-like. Thousands of account holders are in our records as having brought their savings to Coast because of "rabbit." This succinct data shows up because all personnel know what it means and, besides, the space in our records for entering the reason for choosing Coast is small.

There is no question that our rabbit-act tv spot has been the most highly identified tv commercial for any savings and loan association in this market. It is quite possible that it has been the most highly identified tv commercial for any business or product in this market. Literally millions of Southern Californians can tell you that Coast Federal is the savings and loan with "that cute rabbit" on television.

All of which helps to explain why Coast kept on using the same spot for so many years. We did have other spots. We had a "dancing dollars" commercial and a "flying carpet" commercial. When we used them, alternating with the rabbit, protests arose. People wanted to see the rabbit all the time. Then we had numerous revisions of the rabbit spot—such as breaking into the coin-depositing sequence to show the building in a cross section with small, separate rooms holding small, separate rabbits to tell the story of Coast branch offices. People didn't like it. They liked the rabbit putting coins in the bank.

So it is simple fact that Coast kept the same spot so long because every time a new one was considered or made it brought up the serious question of whether it could possibly do as good a job as the spot in use.

Pat Burns Perkins was continuity chief at KLZ Denver for several years, then program director at KMYR there. She later became radio-tv creative head at Schwimmer & Scott, Chicago, and copy group head at McCann-Erickson there. She also worked as a freelance writer and advertising consultant in Los Angeles until 1959 when she joined Coast Federal.

Reason to Change ■ The folks at Telepix Corp., who had filmed the rabbit-with-coins spot, at last began to warn us repeatedly that something had to be done because they couldn't assure us of good prints from the old footage and the sound track was getting scratchy. We gave in. We said we would make new spots, but only if we could get something as good as we had. Which of course was the same old problem but with new urgency. We were firm that we wanted another rabbit act and though we were encouraged to consider animation or even the possibility of a mechanical rabbit, we insisted on a live rabbit. The scarcity of live rabbits doing amazing things appropriate for advertising one of the largest savings and loan associations in the country became a serious problem.

Then a fortunate set of circumstances developed. Fulton Shaw, the man who trained our original rabbit, came to California to run Old MacDonald's Farm as a part of Knott's Berry Farm, the well-known tourist attraction at Buena Park. Mr. Shaw had a number of beautiful rabbits. Phone calls were made. Conferences arranged. Everyone had ideas—folks from Coast; from Gumpertz, Bentley & Dolan, Coast's advertising agency, and from Telepix.

New Bunny, New Trick ■ So it happened. We have new tv commercials with a real, live bunny who amazingly arranges alphabet blocks to spell C-O-A-S-T while a trio merrily sings "If it's safety you want most, open your savings account at Coast." In some spots he gets the letters arranged in sequence, in others he gets them out of sequence, but they always spell Coast. There are several endings, but the ending that is exciting almost as much comment as the spelling act itself is the one where the bunny twitches his ears in a very special way.

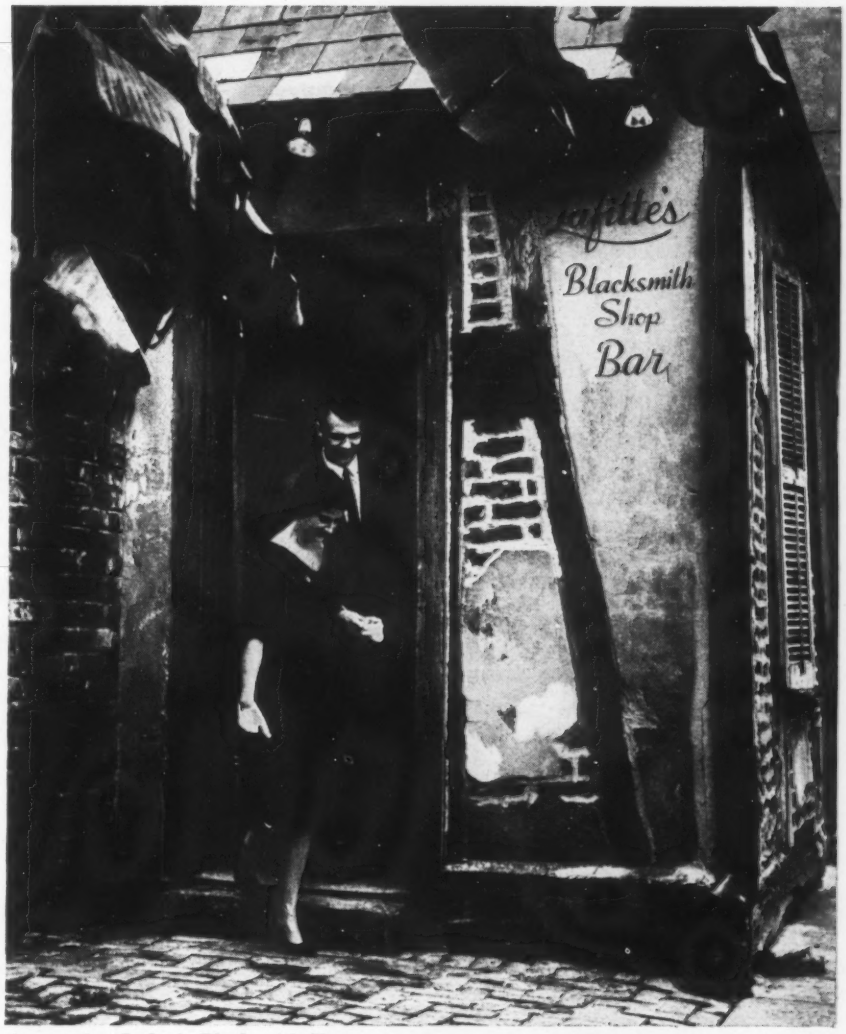
People are writing and calling us to say, "I like the one where the ears twitch. How did you ever get a rabbit to do all that?"

How long should a tv spot run? We're still minus an answer. But we do know seven years was not too long for the first Coast Federal rabbit.

Coast Federal's tv bunny ran 7 years

Absinthe Frappé

...Old New Orleans Favorite



As served at Lafitte's Blacksmith Shop

WWL-TV... new New Orleans Favorite

Easy to make:

Fill 10-oz. tumbler with finely crushed ice. Pour in a dash of simple syrup, a dash of anisette and 1½ jiggers of any absinthe substitute, such as Herbsaint. Drip water over ice until tumbler is filled.

Voilà—frappé! If you prefer it served as a cocktail, remove ice.

Romper Room, WWL-TV's standout morning show, delivers the audience at the lowest cost-per-thousand of any kid show in the New Orleans market—even lower than afternoon kid shows.

It makes sound sales sense to catch the kids in the morning before mom goes to shop—not in the late afternoon, when she has already completed her day's shopping. ARB (April, 1960) shows Romper Room leading all competition with a 9 rating.

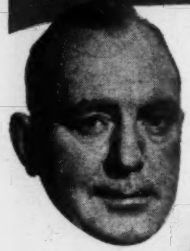
Represented nationally by Katz

WWL-TV CBS

NEW ORLEANS

BRAND-NEW:
Out of the thousands of
SATURDAY EVENING POST
stories read and loved by millions of Americans, **ITC** now proudly brings to television first run, for the first time, the

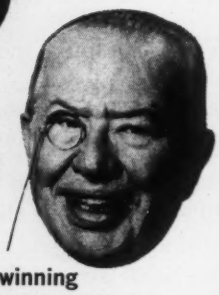
"BEST OF THE POST"



Pat O'Brien
. . . hard-hitting action

June Lockhart
. . . tender romance

Everett Sloane
. . . Western adventure



Charles Coburn
. . . tongue-in-cheek farce

Pulitzer Prize-winning authors like MacKinlay Kantor, Conrad Richter, Stephen Vincent Benet . . . and many others.

I T C **INDEPENDENT TELEVISION CORPORATION**

488 Madison Avenue • N. Y. 22 • PL 5-2100

OPEN MIKE®

Catching customers

EDITOR: Recently a prominent advertising agency executive labeled the radio medium a "catch-all."

I don't know exactly how he meant it but suspect that he may have inadvertently expressed a definition of the medium which is very pertinent to understanding its values and uses.

Spot radio is unquestionably *the* catch-all medium.

It catches-all the men in the morning while shaving, dressing, driving to work. It catches them on-the-go when other media cannot reach them. . . .

It catches-all the housewives mostly in the kitchen when they are using household products. . . .

It catches-all the teenagers (the headwaters of your market) in their rooms, cars, beaches.—*Robert E. Eastman, Robert E. Eastman & Co., New York.*

Selling local radio

EDITOR: Through the years we have systematically converted merchants who use handbills or circulars into users of KMAR by employing the following method: After every circular mailing we salvage all the circulars discarded at the post office or on the street and return them to the sponsor. This has invariably resulted in the reallocation of the circular budget into a KMAR schedule. Every merchant has appreciated this service because of the money he has saved and the business he received as a result of his KMAR advertising.—*Si Willing, General Manager, KMAR Winnsboro, La.*

Roy Rogers sells for Nestle

EDITOR:. . .Our good client, The Nestle Co., and a number of our Roy Rogers' manufacturing licensees have decided that they would like to have reprints of [the feature article on *Roy Rogers Show*, page 78, July 18] in the hands of their sales staff—particularly in connection with the contest to which the article refers at some length. We would, therefore, appreciate permission to reproduce the article intact . . .—*Edward L. Koenig, Jr., President, Roy Rogers Syndication Inc., Beverly Hills, Calif.*

[Permission granted.—THE EDITORS.]

BROADCASTING

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Broadcasting ■ Telecasting*
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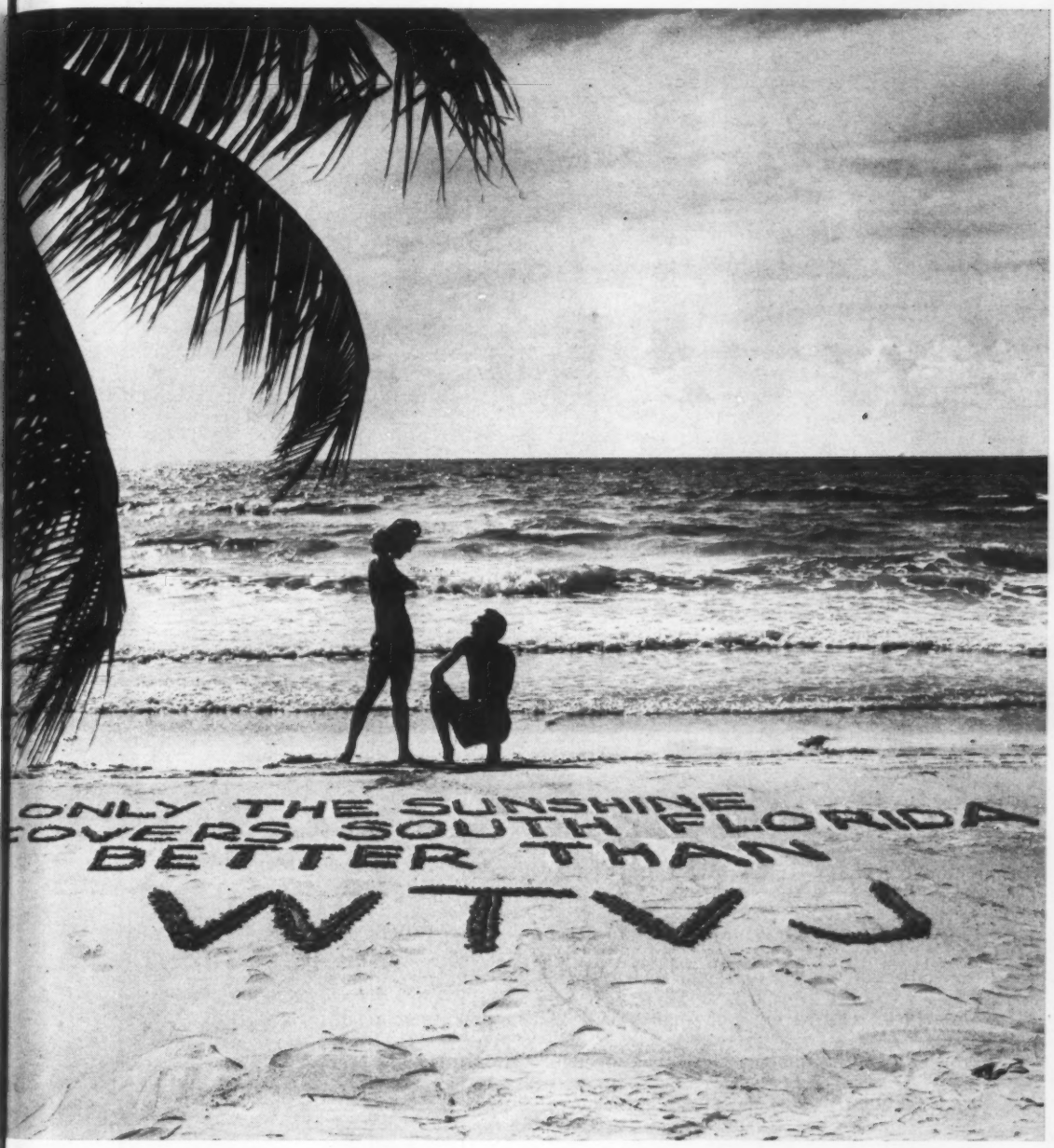
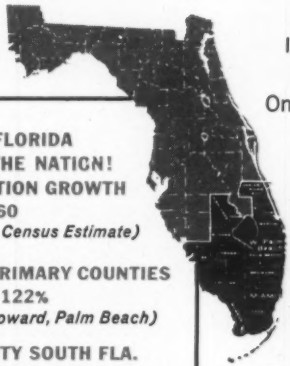




SOUTH FLORIDA PACES THE NATION!
POPULATION GROWTH 1950-1960
(new U.S. Census Estimate)

THREE PRIMARY COUNTIES UP 122%
(Dade, Broward, Palm Beach)

12-COUNTY SOUTH FLA. MARKET—UP 108.3%
Total Population 1,699,149

In South Florida, the nation's fastest-growing area-market, WTVJ—among all media—delivers the largest daily circulation! Only WTVJ will give your schedule complete coverage of this dynamic growth area. Obtain the facts of WTVJ's exclusive, total coverage of South Florida from your PGW Colonel.

WTVJ

CBS

SOUTH FLORIDA

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WOMETCO ENTERPRISES INC.

WTVJ
WLOS-TV
WFGA-TV
(Affiliate)

40 YEARS OLD

Radio Station WWJ in Detroit, the world's first commercial broadcasting station, celebrates its 40th Anniversary on August 20.

Pioneer electronics inventor Lee DeForest who designed WWJ's first transmitter—20 watts—has stated, as reported by Time and Newsweek Magazines: "On the night of August 20, 1920, the first commercial broadcast station in all the world was opened." The station has been on the air regularly every day since that time.

Other WWJ programs during 1920 included:

August 31— *Returns of local and state primary elections. That hundreds of listeners heard the returns in their homes was duly documented by The Detroit News the following day.*

September 4— *WWJ Radio was the source of music for a dancing party at a private home.*

September 6— *Result of the Dempsey-Miske fight, broadcast within seconds of receiving the bulletin from wire services.*

September 22— *First "vocal concert" by radio. Miss Mabel Norton Ayers sang several solos accompanied by phonograph music.*

October 5— *Scores of the World Series game (Brooklyn vs. Cleveland).*

November 2— *National election returns (Harding vs. Cox), broadcast over a period of four hours.*

YOUNGER EVERY DAY!

While we are forty years old, we consider ourselves younger every day. Our present concept of TOTAL RADIO keeps the station in tune with the times—and with present-day listeners.

TOTAL RADIO is for the total population. It features Detroit's most complete radio news center which presents the total news—comprehensive, balanced and believable.

Listeners of all ages get their share of entertainment and information from WWJ's popular music, concert music, classical music, sports and weather reports and special features.

Advertisers, of course, benefit from this broad-gauge programming, and find it perfectly planned for moving merchandise in the nation's Fifth Market.

WWJ AM and FM **RADIO**

Detroit's Basic Radio Station

NBC Affiliate

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.
OWNED AND OPERATED BY THE DETROIT NEWS

how to unfreeze a prospect...

Thanks to some homework reading, an HR&P salesman came across a story in one of the food trade papers about a drug company that had developed something new. This was a product making it possible to freeze fresh fruit, without discoloration, in your home freezer. The decision to market in a new field, however, brought up many problems the drug company had not faced before.

The HR&P man called its ad manager and his agency to present spot TV as logical for the job – and to ask if he could help in the overall marketing effort.

Turned out he could. They welcomed his ideas on test markets and stations (from the HR&P list, of course). Besides developing effective spot TV schedules, he said he'd also be glad to line up brokers in those markets... supply them with merchandising material for their salesmen... arrange for mail-pull tests... and, in general, hold the new product's hand until it got started. Which it did, in a prompt and prospering manner.

Result: within a year, this advertiser bloomed from two test markets to 37 markets. What's more, the schedule was expanded from six to 13 mid-Summer weeks! Our man's initiative paid off for HR&P stations *and* for the spot TV industry.

WE ADMIT that things like this don't happen every day, but neither are they unusual in our shop. That's one reason why we put such a premium on creative flair and resourcefulness in selecting our sales staff. Another is because, representing one medium only, we need place no artificial limitations on the creation of new business for the spot TV industry. Uniquely, we can afford to be creative *both* ways.

Carter Knight,
Boston office

HARRINGTON, RIGHTER & PARSONS, Inc.

NEW YORK · CHICAGO · DETROIT · ATLANTA · BOSTON · SAN FRANCISCO · LOS ANGELES

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

August 15, 1960

Vol. 59 No. 7

NOW A BIG PUSH FOR SINGLE RATE

Rep association says national-local differences are obsolete

The solid weight of the Station Representatives Assn. was thrown behind the one-rate movement in spot radio and television last week.

The association's members unanimously recommended that all television and radio stations wipe out the distinction between "local" and "national" or "retail" and "general" rates and adopt "a single rate policy for all spot broadcasting."

The move, being made public today (Aug. 15), represented the most sweeping single endorsement the single-rate movement has received in years of controversy. SRA's membership of 20 rep firms, including many of the leading companies in the business, represent 350-400 tv stations and about 850 radio stations. Many non-members of SRA also support the one-rate concept.

Individual Decision ■ SRA endorsement does not mean that stations necessarily will follow suit. That decision is up to the stations individually, as SRA took pains to point out. But observers agreed that SRA's stand should carry more weight than any single endorsement among the many that have built up among stations and station groups over the years.

The historic problem in applying different rates for "national" and "local" business is in deciding which advertisers are eligible for which classification. Many national and major regional advertisers traditionally seek through their local distributors or other local outlets to get the local rate, which is lower than the national.

In its variations this situation becomes complicated and stations often find it difficult if not impossible to enforce the national rate in all cases where they think it should apply. The problem worsens when competing advertisers insist on the same deal.

In the process, agencies frequently say they're embarrassed to find that clients have been able to make better deals directly with stations than the agencies themselves could make through their normal dealings with station reps. In some cases national agencies claim they have lost control of their budgets—and their commissions—because clients elected to deal either directly or through local agencies.

Equal Treatment ■ This sort of situation is cited by one-rate advocates as best evidence of the dangers of separate rates. Agencies as well as stations and station reps have taken this position, the most notable example being N.W. Ayer & Son.

Earlier this year Ayer officials called leading reps together and—while not asking for a single-rate policy, and indeed indicating later that it would be unrealistic to hope for such a policy—made clear that if stations grant local rates or off-card deals to one advertiser, Ayer would demand the same concessions for any similar clients it serves (BROADCASTING, June 6, et seq).

This line of argument has won many stations over to the single-rate system over the years. However, though no accurate count is available, the number of stations that have and rigidly enforce a one-rate policy is thought to be a relatively small minority. Many stations contend that the rate differential is justified and not too hard to apply, but for the most part they are less vocal than those who wish to change the system.

SRA's statement recognized that some stations feel they cannot or do not wish to switch to a single-rate system at this moment. These, it said, might consider "a transitional rate card" on which "retail" and "general" advertising would be defined as clearly as possible. But the statement also emphasized that a single-rate policy could ultimately be beneficial to "every station."

Definitions a Problem ■ The SRA position was drafted by the radio and television trade practice committee, headed by Edward P. Shurick of Blair Tv and Wilmot H. Losee of AM Radio Sales, after repeated efforts to write out clear-cut distinctions between "retail" and "general" advertising had failed to satisfy committeemen and other SRA leaders. Approved by all members of the association, which is headed by H. Preston Peters of Peters, Griffin, Woodward as president and chairman, the recommendation was mailed late last week to all U.S. television and radio stations.

In recommending "a like charge for like services," the SRA statement said this "is, in fact, the intent of a clause in the AAAA contract which most agencies employ and to which broadcasters agree when they accept advertising on AAAA contract terms."

SRA said "we know of no advertising medium which has been able to adopt a dual rate policy without being discriminatory. Stations which employ both a 'retail' and a 'general' rate card have rarely succeeded in clarifying who

All for one ■ Key figures in the adoption of the Station Representatives Assn.'s sweeping endorsement of the one-rate policy for all spot broadcasting were (l-r in picture above) H. Preston Peters, president of Peters, Griffin, Woodward, who is president and board chairman of SRA; and Edward P. Shurick, executive vice president of Blair Tv, and Wilmot H. Losee, vice president and general manager of AM Radio Sales Co., as chairmen of the association's television and radio trade practices committee. SRA's stand evolved out of "intensive study" by the trade practices group and was endorsed unanimously by SRA's 20 members, who include a majority of the most prominent companies in the station representation business.

One way to keep rates separated

WHTG Asbury Park, N.J., thinks it has developed a simple way to define eligibility for local and national rates and has thus eliminated one of the principal arguments for single rates for all advertisers.

The station explained its rule last week in a letter rejecting a request for local rates for the New York District Ford Dealers' Advertising Assn. The request came from Carl E. Rhodes, J. Walter Thompson account representative for the Ford dealers.

Here's how Mrs. Theo Gade, co-owner of WHTG, explained the policy. The station's rule of thumb for distinguishing between local and national advertising is this: "If there are two or less places where the product or service can be obtained [in the station's coverage area], the local rate applies. If there are three or more places where the product or service can be obtained, the regional-national rate applies."

A local bottler that has three or more outlets pays the regional-national rate. So does a local bank with three or more offices.

belongs in which category.

"The difficulty may arise from the fact that the reasons supporting the distinction between 'retail' and 'general' rates which prevailed years ago no longer exist. National corporations nowadays do business in every locality. Their presence in every field of local business makes the demarcation between 'retail' and 'general' extremely hazy and difficult to define equitably. Agencies and their clients understandably express concern over the inconsistencies and injustices of unlike charges for like services in any medium in which these inequities occur, whether in radio, television or newspapers."

Good for All ■ SRA took the position that "the adoption of a *single rate standard* would serve the best interests of advertisers and broadcasters alike. Many who have adopted the single rate card idea have increased both local and national revenue by developing carefully planned discount structures, preemptible availability plans, special service features and other refinements. The rule of like charge for like services, if employed by radio and television, can strengthen the position of all broadcast media to the eventual benefit of every station.

"For these reasons SRA unhesitatingly suggests that rate schedules be re-examined towards establishing, if a station does not already have one, a *single rate policy*. Stations which have a two-rate policy which their managements feel cannot be changed to the single rate at this time may wish to consider a transitional rate card as an intermediate step towards the single-rate policy.

"These stations and those managements who cannot now alter their dual rate position can relieve the broadcasting industry of confusion and embarrassment by making every effort to employ clear and unambiguous definitions of what is 'retail' and what is 'general' advertising. These definitions should, of course, be published as part of the rate schedules to which they apply."

In addition to approving the recommendation and sending it to all stations, SRA members also were asked to contact their own client stations individually in behalf of the proposal.

Signers ■ SRA member firms are AM Radio Sales Co.; Avery-Knodel; John Blair & Co.; Blair Tv; Blair Tv Assoc.; Broadcast Time Sales; Harry E. Cummings, Jacksonville, Fla.; Bob Dore Assoc.; Devney O'Connell; Robert E. Eastman Co.; H-R Representatives; H-R Television; The Katz Agency; Daren F. McGavren Co.; The Meeker Co.; Art Moore Assoc., Seattle; Peters, Griffin, Woodward; Radio-Tv Representatives; Adam Young Inc. and Young Television Corp.

GILLETTE CHANGES AD PLANS

Triple spot threat brings cancellation

The Gillette Co. has quietly abandoned its plan to run back-to-back commercials for its Toni and Paper Mate subsidiaries because of the spectre of triple-spotting (CLOSED CIRCUIT Aug. 8).

Though it had already sent out some of the two 30-second commercials, one of its divisions took a flat stand against the practice, primarily because the plan stirred up controversy among several station representatives.

A Toni spokesman said Wednesday that "Toni has always been opposed to triple-spotting and we are not going to change our position." He acknowledged the plan had been abandoned and that Toni had been "abashed" upon ascertaining station representative reaction.

Under the plan, stations would have been asked to carry the two 30-second spots in place of previous 60-second Toni commercials, thus subjecting themselves to multiple spotting pressures. Though both companies, Toni and Paper Mate, are owned by Gillette, the products (hair preparations and writing pens) are unrelated, it was pointed out.

Previously, a spokesman for North Adv., which handles the Toni account, acknowledged the plan was under consideration but denied it would lead to triple-spotting. He suggested there was little difference whether one company or different companies bought the spots even though the products were not related. Paper Mate agency is Foote, Cone & Belding.

Report cites agency public service work

The Advertising Council has published a two-year report, "Smokey Bear Loves Advertising Agencies," subtitled "True Stories About Advertising Agencies and Their Talented Men and Women, or Another Two Years of Lighting the Torches for America and Putting Out Her Fires."

The 21-page report summarizes public-service efforts and results for these campaigns: Forest fire prevention (Foote, Cone & Belding and more recently Liller, Neal, Battle & Lindsey for the south), better schools (Benton & Bowles), United Community Campaigns (BBDO), mental health (Sullivan, Stauffer, Colwell & Bayles), stop accidents (Campbell-Ewald), contribute-work-vote (Foote, Cone & Belding), religious overseas aid (Fletcher Richards, Calkins & Holden), aid to higher education (N.W. Ayer), polio S.S. Hope (Young & Rubicam).

U.S. Committee for the United Nations (Ben Sackheim), confidence in a growing America (McCann-Erickson, Grey Adv.—retail sales phase), anti-inflation and growth (McCann-Erickson), American Red Cross, NATO 10th anniversary, religion in American life (J. Walter Thompson), Radio Free Europe (Ted Bates), U.S. Savings Bonds (Leo Burnett Co., G.M. Basford, Campbell-Ewald, Compton Adv., McCann-Erickson, Schwab, Beatty & Porter, J. Walter Thompson, Edward H. Weiss, Wade Adv.), 1960 Census (Meldrum & Fewsmith), Ad Council (Leo Burnett, Marsteller, Rickard, Gebhardt & Reed, and Tatham-Laird).

(Also see related editorial, page 114.)

WHO radio continues to dominate Iowa radio audience!

"Voice of the Middle West" serves America's 14th largest radio market

SURVEYS have measured the Iowa radio audience for 23 consecutive years. A new 93-County Area* Pulse Survey proves — as have all the others — that 50,000-Watt WHO Radio is again Iowa's most listened-to station.

Iowa radio families have again given WHO Radio a "clean sweep" with first place in *every week-day quarter hour surveyed.* Competition came from more than 85 other stations serving this area. In fact, 50,000-Watt WHO Radio's audience outstrips that of the next two stations *combined* during the three major week-day broadcast segments (6 a.m.-Noon, Noon-6 p.m., 6 p.m.-10:30 p.m.).

But these ratings tell only part of the story. They represent only 72% (625,000 of 865,350) of the radio families residing within WHO Radio's NCS No. 2 coverage area — America's 14th largest radio market. And in *all* this area, WHO Radio is an important voice!

WHO Radio reaches more people, more often and at *less cost* than any other station or combination of stations in Iowa. And, for a qualifying food or drug advertiser, WHO Radio offers Feature Merchandising services — operated and controlled by trained WHO Radio personnel. See your PGW Colonel about reaching *all* of Iowa *plus* lots more with WHO Radio!

*"Iowa PLUS" consists of the 137 counties in Iowa, Missouri, Illinois and Nebraska in which NCS No. 2 credits WHO Radio with 10% penetration.

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *Representatives*

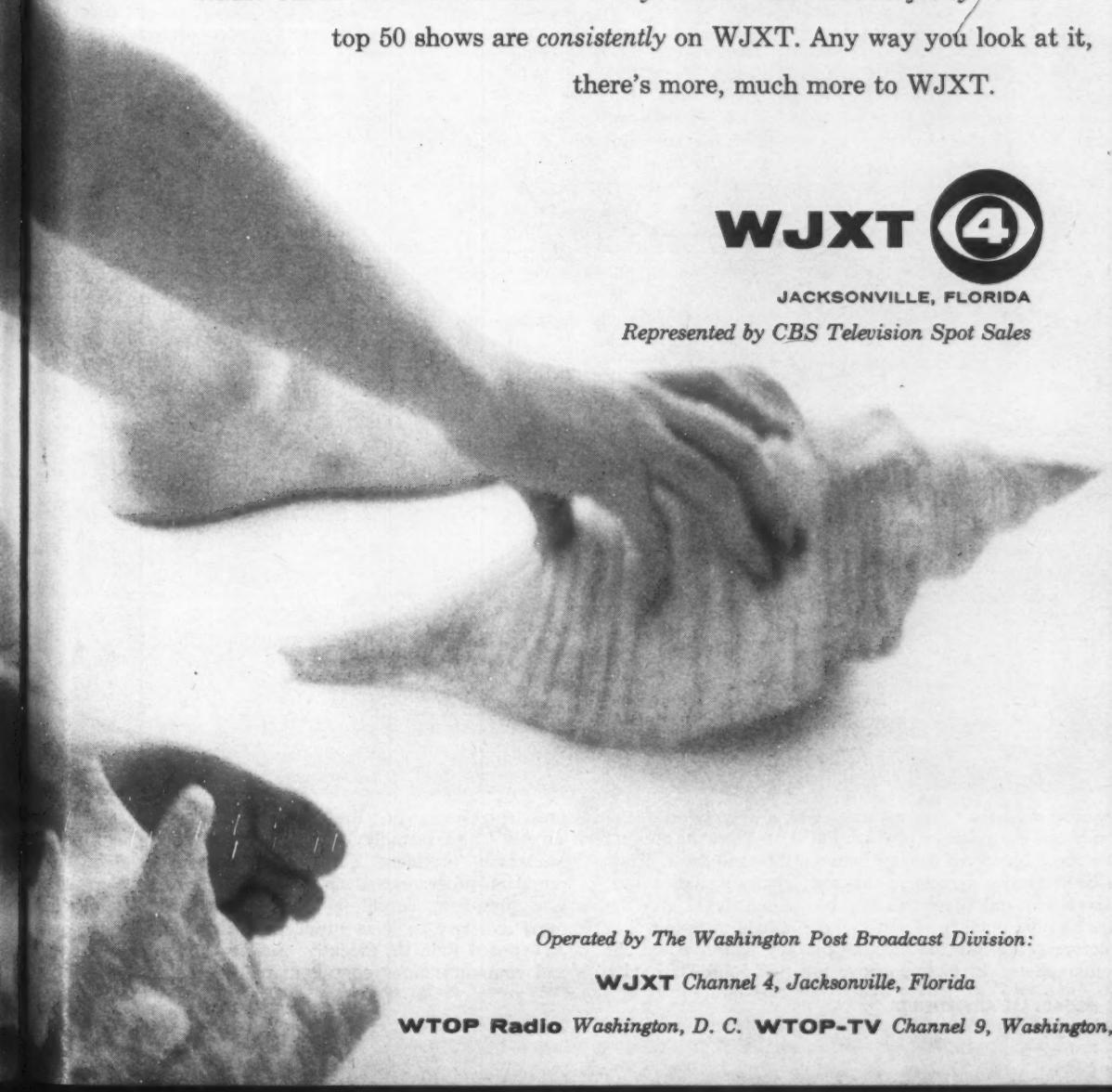
There's more to Florida

There's **WJXT** in Jacksonville, where the most interesting figures are in coverage maps and rating reports! *Only* WJXT reaches the *entire* Northeast Florida—South Georgia area, with well over *double* the coverage of counties (66 vs 28) in this booming region. Even inside Jacksonville, where coverage is on a par, WJXT goes on to win thundering leads. Check the Nielsen Index for *any* month—the vast majority of the top 50 shows are *consistently* on WJXT. Any way you look at it, there's more, much more to WJXT.

WJXT 4

JACKSONVILLE, FLORIDA

Represented by CBS Television Spot Sales



Operated by The Washington Post Broadcast Division:

WJXT *Channel 4, Jacksonville, Florida*

WTOP Radio *Washington, D. C.* **WTOP-TV** *Channel 9, Washington, D. C.*

PARTIES' AD STRATEGY SHAPES UP

Paid time will run into millions despite free network debates

Multi-million-dollar buying of political broadcasting time was started last week by the two major parties. The plans for paid advertising were being made in the knowledge that the presidential candidates will have unprecedented access to free air exposure in debates on all networks.

Working with the national television and radio networks, representatives of nominees Richard M. Nixon and John F. Kennedy appeared to have reached tentative agreement that the heralded Nixon-Kennedy debates would be (1) live, (2) on all radio and tv networks simultaneously and (3) unsponsored. But there was no indication how many there might be or when they would start.

The networks' individual offers added up to a total of close to 20 hours of debates and interviews featuring the two nominees but actually there may be as few as two debates plus one or two programs in which Messrs. Nixon and Kennedy will submit jointly to questioning by newsmen. But the final answer hinged on meetings to be held between Nixon and Kennedy representatives early this week in Washington to see where their respective campaign schedules might be made to dovetail.

Pros at Work ■ While top-level consultants to the candidates faced up to this question, the advertising agency organizations working with and under them were staking out paid-time television availabilities for their nominees.

First time purchasers centered on five-minute network programs—acquired as in 1956 by shortening regular half-hour and hour entertainment shows to accommodate the political inserts—and on half-hour network periods. The spot schedules, which will be heavy as the nominees move from state to state, remain to be determined. And to conceal their strategies as much as possible, both sides are talking as little as possible about specific plans, network as well as spot.

While the clearest factor to emerge in the parties' advertising plans was that television would be the prime medium, plans for the vaunted free-time debates between Messrs. Kennedy and Nixon moved a little further out of the nebulous area. But these, too, needed much more work to make them clear-cut.

Representatives of the nominees and of the networks—ABC, CBS and NBC radio and television and Mutual radio—held their first meeting last Tuesday (Aug. 9), agreeing that "live debates" are "desirable." Beyond that and a brief statement that the nominees' representatives would now meet and see how many joint appearances might be feasible, the official announcement on results of the session offered no details.

It was learned, however, the agreement also specified the appearances would be on all networks, radio and television, at the same time. This agreement automatically ruled out appearances via video tape (except possibly for taped delays to overcome time-zone differences). The insistence on live appearances stemmed from a desire to prevent deletion of fluffs or inadvertent errors by either candidate.

The Kennedy and Nixon advisers hoped they would be able to reach agreement at their session this week on times and places in time for another session with the network representatives in about 10 days.

Participating in last week's meeting were Leonard Reinsch of the Cox stations, communications consultant to Sen. Kennedy, the lone Democrat present; Herbert Klein, Vice President Nixon's press secretary, along with Fred Scribner, Undersecretary of the Treasury and a member of the Nixon strategy board; Ted Rogers, TV and radio consultant to Mr. Nixon, and Carroll P. Newton, head of the advertising agency for the GOP campaign; John Daly, ABC news vice president; Sig Mickelson, president of CBS News; Lester Bernstein, NBC corporate affairs vice president; Joseph Keating, Mutual programs and operations vice president, and Norman Baer, Mutual news director.

Waiver Necessary ■ It was made clear at the meeting that the networks' free-time offers depend upon Congressional waiver of Sec. 315 of the Communications Act so candidates of smaller parties will not be entitled to equal time. The Senate already has approved the waiver and the House is expected to follow.

In the paid-time area, one of the first orders was sent by the Republi-

CONTINUED ON PAGE 36

Planning debates ■ Representatives of networks and of the presidential candidates met Aug. 9 in New York for the first talks about broadcast debates between the candidates. They reached tentative agreement that the debates would be live, unsponsored and simultaneously on all networks. But the dates and the number of appearances remain to be set.

Before going into the meeting the key figures posed for photographers. In picture above are (l-r) John Daly, vice president, news, ABC; Fred Scribner, Undersecretary of the Treasury and member of the Nixon strategy board; Sig Mickelson, president, CBS News; Joseph Keating, vice president, programs and operations, MBS; Lester Bernstein, vice president, corporate affairs, NBC; Herbert Klein, press secretary to Vice President Richard M. Nixon, and J. Leonard Reinsch, executive director of the Cox stations and communications consultant to Sen. John Kennedy.

Take the strongest local sports programming in the Carolinas; team it up with the stand-outs of both NBC and ABC. It figures—another winner in the format that's changing things in Charlotte television.
Here in America's 25th largest television homes market you can get more for your advertising dollar on WSOC-TV....
One of the great area stations of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

General Electric bets a million on Magoo to win

A million dollar's worth of tv time will be thrown behind the autumn campaign on behalf of General Electric's favorite candidate —Mr. Magoo, animated spokesman for GE's light bulbs.

The largest block of time yet bought will carry the Magoo message to the precincts through 269 tv stations in 129 markets. A total of 14,000 spot tv commercials will be sponsored over a four-week period starting Sept. 19.

One-minute announcements, 20-second spots and IDs will present the cartoon character as he solicits votes for GE's lamp division. The Magoo platform—"The soft-white bulb for better light."

The little fellow with the genial visage and the worst case of nearsightedness on the air will shake hands with water-pump handles and smooch babies in his "Ballot For Bulbs" campaign. In a typical 20-second commercial he quips, to a poodle in a woman's arms, "It's easy to see whose baby *you* are" and enters a police station in the belief it's a fine place for a campaign speech.

Salesman Magoo ■ After Mister Magoo had been given a test run last spring, Marty King, advertising manager of the GE lamp division, described the campaign as "the best tie-in and sales-getter General Electric has used in its advertising history."

The spring test was based on a three-week campaign of 20-second IDs in Fort Wayne, Cleveland and Pittsburgh. GE's agency, BBDO New York, had suggested Mister Magoo as the company searched for a livelier message than had been used in its extensive network radio and tv campaigns. Tv particularly, it was felt, needed a more exciting vehicle.

GE figured it should be able to build up sales through saturation spots, perhaps in the Lestoil manner. It already had a distribution and permanent merchandising system.

After the three-city test, Mister Magoo was given point-of-purchase displays tieing-in with commercials appearing in a 125-market saturation run that lasted three weeks. From now on Mister Magoo will be featured in spring and autumn tv schedules backed by "push-through merchandising on top of good advertising."

The spring testing was checked by Schrewin Research. The verdict: good company recognition. In a sampling made later during the actual placement of Magoo commercials (using a 2,000-phone call sample and a check that included 375 stores), recognition of Mister Magoo scored in one-half of those interviewed, while GE earned a 35% recognition.

According to Mr. King, part of the GE bulb success came from a realization simply that "selling bulbs was like selling Jello, a Revlon lipstick or a Lestoil. What we needed to instill was 'local excitement'." And that's the tenor of Magoo selling.

Female Audience ■ Since 70% of the electric bulb market is traced to women purchasers, most of the "Ballot for Bulbs" campaign will be minutes placed near daytime programs. But last spring GE found that though dealers heard about Mister Magoo, they hadn't seen him. This will be rectified in the fall with some 20s and IDs in prime evening time.

In this energetic GE push which will aim toward the traditional bulb outlets of drug, variety, hardware and food stores, dealer contests will be held along with establishment of tie-in displays.

Already there's been a bit of fun that GE hadn't planned on. During the Democratic convention last month CBS-TV cameras picked up a demonstration for Adlai Stevenson. In the background but flying high waved a "Magoo for President" banner. Westinghouse Electric, a director competitor of GE's, sponsored the CBS coverage.

GE contrives carefully for attention. At a Battle Creek, Mich., store (CutRate market) last spring a direct tie-up with the Magoo commercial campaign included a 40-foot GE bulb display set up along one whole wall. In the three-week tv campaign the store sold $4,000 worth of bulbs, or 25% of its annual bulb volume.

The Magoo commercial concept is the creation of Art Bellaire, vice president and associate copy director in charge of tv and radio at BBDO, who conceived the idea of making a salesman out of the familiar UPA animated character. Dick Mercer, vice president and creative group supervisor at the agency, and Mr. Bellaire have written the commercials. UPA Pictures produces the films with other credits going to Bill Fuess of UPA and Eddie Dillon, an art director at BBDO.

Mister Magoo, an effective means of personalizing the soft-white bulb featured by GE, has his larynx flexed and his hair trimmed for what may be one of the brighter spots of the fall political maneuvering. GE's counting on him to sell its bulbs.

Candidates ■ This still from one of GE's new Magoo commercials shows the nearsighted hero stumping for himself and GE light bulbs. The political-theme commercials, in various lengths and versions, will run for four weeks starting Sept. 19 in 125 markets. Agency for GE is BBDO, New York. Producer was UPA Pictures, Hollywood.

WHAT A JUMP FOR A 3 YEAR OLD!

WFGA-TV reaches new heights with a 49% share of Jacksonville audience

The latest Nielsen for Jacksonville (March) shows WFGA-TV delivers a 49% metro share-of-audience 9:00 a.m. to midnight, Sunday through Saturday. And it's the same with every new rating—WFGA-TV keeps climbing, keeps capturing more viewers in this rich market!

If you want your message to pull sales in Jacksonville, see your PGW Colonel for full details on WFGA-TV!

WFGA-TV

JACKSONVILLE abc NBC

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WOMETCO ENTERPRISES INC.

Trying on Some Tv ■ Jantzen Inc., for its women's sportswear, is feeling out use of tv advertising. Company purchased nine positions on ABC-TV's *American Bandstand* beginning last Wednesday (Aug. 10). It's the first tv for Jantzen since early 50's, when it ran some experimental spots. Business was placed by Hockaday Assoc., primarily a print agency; magazines are Jantzen's major medium. Commercials were supervised by Babcock & Kogan, New York, radio-tv advertising specialists, and taped at NTA Telestudios. Kines will be made available to dealers for local spot placement.

CONTINUED FROM PAGE 32

can National Committee to ABC-TV for the 11 p.m.-to-midnight period on election eve (Nov. 7). Other plans of both parties were unavailable. To a considerable extent the plans are being held up until it is known how much free time will be allotted to the Nixon-Kennedy debates.

On ABC-TV, in addition to the election eve purchase, the GOP reportedly has placed orders for approximately eight five-minute segments in October, all in daytime periods. The Democrats have placed an order for a half-hour on Sept. 20 which would preempt *Wyatt Earp* at 8:30 p.m. and a half-hour on Sept. 29 at 10:30 p.m. (apparently preempting *Silents Please*, a summer replacement).

NBC-TV also is receiving orders for five-minute segments. So far more than a dozen such orders apparently have come from the Democrats and a few less from the Republicans. The first of these will start in late September. Here, too, most segments are adjacent to popular daytime shows, the few in the nighttime clipping five minutes off such programs as *Perry Como* and *The Price Is Right*, to name two programs on NBC-TV.

CBS-TV has orders for five-minute segments and half-hours from the political parties but details were unavailable. The five-minute segments will be filmed or taped, or contain a mixture of both.

Costs ■ CBS and NBC indicated they will sell the nighttime five-minute programs at about 10% of the hourly rate, while ABC-TV apparently plans to bill incumbent advertisers for five-sixths of the time cost for shows that are clipped, and charge the party one-sixth.

The two organizations: For the Democrats, Guild, Bascom & Bonfigli, official agency for the Democratic National Committee; for the Republicans, a special task force agency, Campaign Assoc., set up specially for the presidential campaign.

How They Function ■ Each agency works under the umbrella of the party's campaign high command. The Democratic party command includes Pierre Salinger, Sen. Kennedy's press secretary; J. Leonard Reinsch, Cox stations executive director, who is communications consultant to Sen. Kennedy and to vice presidential candidate Lyndon B. Johnson; Jack Christie, radio-tv director of the Democratic National Committee and with whom Mr. Reinsch will work closely; Roger Tubby, an editor who served as a press secretary to former President Truman; and Sam Brightman, who handles public relations.

The Republican counterpart command includes Herbert Klein, Mr. Nixon's press secretary and a three-man team including Richard Bean, Los Angeles public relations manager of Lockheed California Div.; James Flowers, King Features, general news, and Peter Kay, of Mr. Klein's paper, *San Diego Union*, general assignment.

Robert Finch, executive assistant to the vice president, is campaign director supervising strategy and planning, and serving as liaison between the Nixon staff and the campaign organization headed by Leonard Hall, campaign chairman. Mr. Hall is a veteran in Republican politics and is a former chairman of the Republican National Committee.

James Bassett, Los Angeles newspaperman, will work with the campaign organization in scheduling and organizing. The function of this group is comparable to the Democratic planning unit.

For campaign purposes, the organizational lines include:

Democrats ■ Aside from the agency team, Jack Denove, former BBDO executive and now in the film business in Hollywood, is advertising manager of the Kennedy campaign. He will split his time between New York and Washington, as will GB&B executives Gilbert L. Burton, vice president and general manager and account supervisor on the Democratic National Committee account, and Reggie Schuebel, the agency's vice president and director of network relations, an experienced time-buyer who will head the buying function for the Democrats. Miss Schuebel is expected to have two or three time-buyers working with her in Washington.

Mr. Burton and Miss Schuebel will have an agency group on the account including: Maxwell (Bud) Arnold, creative director; William Wilson, executive tv producer; Sam Hobbs, assistant art director on the account, and Richard Arnold, copy chief.

Republicans ■ Carroll P. Newton, a vice president and director at BBDO (with the agency some 30 years), heads Campaign Assoc. and thus the Republican account. In past years the account had been serviced at campaign time through BBDO.

Mr. Newton, a director of radio-tv at BBDO in the early days but more recently associated with account supervision for some top industrials (U.S. Steel, B.F. Goodrich, Continental Can, California Oil), had been active in GOP political campaigns for the agency since 1952. He's assisted at Campaign Assoc. by a BBDO account executive on California Oil (Chevron), Ed Wetzel.

Three other principals: Ted Rogers, who operates his own tv production company in Hollywood (he's principal advisor on tv and overlord on network and regional tv appearances, advance field men and all films for tv on recruiting, fund-raising etc.); Bassett, who will be involved in the scheduling and organizing of some of the physical aspects of the campaign, and Ruth Jones, whose reputation in time-buying initially was made on behalf of Procter & Gamble (through Benton & Bowles starting in 1952 and later Compton in 1955). She is the top time-buyer for the GOP, working out of the New York headquarters. Miss Jones is an associate media director and broadcast supervisor of station relations at J. Walter Thompson, New York.

The GOP-Nixon media team includes John Steer, a Kudner copy supervisor who will head up a copy writing group; Gene Wyckoff, an independent film producer, who will write, produce or direct as needed; Bruce Allen, Lennen & Newell tv commercial film producer, who will serve as tv advance man on the road arranging tv appearances and work on commercial production (there'll be six or eight others in similar functions), and Paul Keye, an account executive with Hixon & Jorgensen, who will work out of Washington as a liaison agent. Messrs. Rogers and Bassett also are based in Washington.

Oh, boy! — my Pulse says 45% MORE WIMMIN!

Yes, the latest 55-county Pulse Area Report (March 1-28, 1960) again proves WDAY Radio to be the most-listened-to station in, around, or near Fargo!

45% more women! Monday thru Friday, WDAY Radio has 166,400 women listeners!

67% more men, too (though we really don't care nearly so much about *them*)! WDAY Radio has 114,660 men listeners!

But don't think there's anything unique about this situation. It's been going on for years and years and years. *Ask PGW for all the facts!*

WDAY

FARGO, N. D.

NBC • 5000 WATTS
970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

THE CASE FOR ANIMATED TV SPOTS

An expert argues that cartoons can sell things live actors can't

The little animated man in the commercials is continuing to win awards and influence sponsors.

Most recent example came from the Advertising Assn. of West which selected the top tv commercials produced in the West during the past year (BROADCASTING, July 4). There were five classes: 60-second spots, 20-second, ID's, program commercials and color commercials. The five first place awards for the best spot in each category all went to animated commercials.

"That's as it should be," commented Bill Scott of Jay Ward Productions, where he is co-producer of *Rocky and His Friends,* cartoon program sponsored by General Mills twice a week in its across-the-board late afternoon half-hour period on ABC-TV. "Cartoon commercials ought to be best because this is the only mass medium where the advertiser has absolute control of every second of time and every square inch of screen and so has complete control of everything the audience sees or hears from start to finish."

"Cartoon characters have one major shortcoming in comparison with live performers," he admitted. "They can't act. They can't look the viewer straight in the eye and make a believable pitch. But cartoon characters can make him believe things a live actor can't.

More Latitude ■ "There are only so many ways you can photograph a bottle of beer, only so many ways an actor can show his satisfaction after sipping it. But the Burgie man, by flubbing the commercial, can make folks love him and pity him and identify with him more strongly than they do with any live actor and some of that affection inevitably attaches itself to the product as well.

"What do you do with fats? Grease —and that's all shortening is when you come right down to it—what can you do to make that appealing? Well, Snowdrift answered that question with a foppish character dripping with superiority. On his first tv appearance he described himself, with deadly accuracy, as 'an identifiable character' and commanded his viewers to think of Snowdrift whenever they saw him. 'When you don't see me you may think of anything you please,' he condescendingly concluded. 'That's fair enough, isn't it?'

"Some months later, appearing in a yachting cap, he stated that Snowdrift is 'superb for kitchen or galley.' Then, staring imperiously at the audience, he went on, 'You *do* have a yacht, don't you?'

"The one field of broadcast advertising that seems to have been overlooked by the animators—or perhaps it's the other way 'round—is politics," Mr. Scott observed, "and this is very strange, considering the preeminent position of the political cartoons in newspapers. The only use of the tv cartoon in politics that I know of was one titled 'Hell Bent for Election' that UAW-CIO used to support Roosevelt in 1944 and that was a wrong use as the cartoon was so slanted that the only people it had any appeal for were those who had already decided to vote for FDR.

"Yet, there's no doubt that political cartoons on tv could be very effective. People will look at a cartoon almost automatically as soon as it comes on the screen and a party or candidate might capture the attention—and votes —of viewers who started out opposed and who would not ordinarily watch, listen to or read an appeal from this man or party.

Could Humor Backfire? ■ "I can't believe that many practical politicians have shied away from the tv cartoon as being too emotional a device. Perhaps they're afraid of destroying the serious image of a party or a candidate by what is generally considered to be a humorous medium. That would make somewhat more sense. Yet our armed forces have made good use of cartoons in their training programs and even the State Department has used them to get over serious but complicated messages that were difficult to present effectively by the more conventional means of communication.

Mr. Scott said that it takes six weeks from assignment to delivery for a one-minute commercial and calls on the services of a staff of five or six persons. For a five-minute cartoon, the time requirement is six to eight weeks, with a staff of 30. To turn out a half-hour series, where titles and other elements can be reused in many segments, takes a staff of 150 eight to ten weeks, and the same staff will spend six months in producing a one-hour cartoon special, with no repeats. A feature film for theatrical use, running an hour and 25 minutes, usually takes 18 months.

What It Costs ■ An animated program or commercial costs more than live action, he said, with an average half-hour cartoon series this fall costing around $40,000 per program. This is not an exorbitant sum, he commented, when one realizes that a half-hour program comprises 39,000 individual hand-drawn pictures.

A good one-minute animated com-

A case in point ■ The flying squirrel, Rocky, and his friend, Bullwinkle, the smiling moose, are two of the chief characters of *Rocky and His Friends,* children's cartoon series on ABC-TV which General Mills has just renewed for another year at 5:30-6 p.m., Thursday and Sunday (new time). As is seen above, the frisky pair also star in the commercials for GM cereals. Both program and commercials are the creations of Jay Ward Productions.

mercial today costs $8,000-9,000 and Mr. Scott predicted that the price will go up to around $11,000 within the next two years. One reason is a shortage of animators. The entire cartoon output—theatrical films, tv programs and commercials, industrial films—is the work of slightly more than 1,000 people, many of them veterans who started with Disney 20 years ago or more. Unless some way is found to restore the glamour to cartooning that it had then to attract more artists to this field, advertisers wishing to use animated tv commmercials or sponsor original cartoon programs may find themselves standing in line waiting to be served and paying the kind of prices that occur when demand exceeds supply.

Mr. Scott does not look for more cartoon commercials in the months ahead, but he does look for better ones. There will be more humor, more soft sell, more sophisticated appeal, he believes, and not so many hard sell spots delivered in the piping voices of dancing cartoon children. "We'll see more characters like the L&M caveman," he predicted, "fewer animals like the Hamm's Beer bear."

The change is coming, he asserted, because agencies are waking up to the fact that creating a story board based on a radio commercial and giving it to the cartoon producer making the lowest bid for the job is not the way to get a commercial that will move merchandise. "Cartooning, good cartooning, is a creative activity," he declared, "and the best results are obtained only when the cartoonist has a hand in creating a character appropriate to the product and the kind of appeal its manufacturer wants it to make to the buying public."

Cartoonists in their element ■ Jay Ward Productions, the two-year-old corporation which produces *Rocky and His Friends,* is an aggregation of 125 actors, directors, writers, animators, musicians, artists, designers and editors, headed by Jay Ward (at left in caricature above) and Bill Scott, co-producers of *Rocky*.

Jay Ward, executive producer, was also co-producer of *Crusader Rabbit,* which introduced animation to television away back in 1947.

Bill Scott is a top writer in the cartoon field. His credits include scripts for *Mister Magoo, Gerald McBoing-Boing* and *Bugs Bunny*. His tv career dates back to *Time for Beany,* a puppet show which was a top favorite with west coast audiences pre-1950, and he since has written and produced many industrial films and tv spots.

The Ward staff has collected a total of 72 awards, including nine Oscars and seven prizes from film festivals in Cannes, Venice and Edinburgh. Ready for release at JWP are two new half-hour cartoon series, *Super Chicken* and *Hoppity Hooper,* a satirical comedy cartoon-and-puppet show called *What's Gnu?* and an hour-long Yuletide special, *Magic of Christmas.*

■ Business briefly

Dazzled ■ J.L. Prescott Co., Passaic, N.J., has appointed Hicks & Greist Inc., N.Y., to handle advertising and sales promotion for its Dazzle Fluff fabric softener. William P. Davis, account supervisor, reports the forthcoming campaign will include spot tv in major markets of northeastern U.S. (product's present distribution area).

Small fry order ■ Wagner Baking Corp., Newark, N.J., is warming up business for Mrs. Wagner's pies via 13-week spot tv push on various children's shows in New York, Chicago and Cleveland; Agency: Charles W. Hoyt Inc., N.Y.

Warm with radio ■ Monticello Drug Co. (cold preparation), Jacksonville, Fla., is preparing for fall and winter cold season with 100-market spot radio buy. The campaign includes 150 to 300 spots per station with staggered schedules covering 26-week period. Agency: Charles W. Hoyt Inc., N.Y.

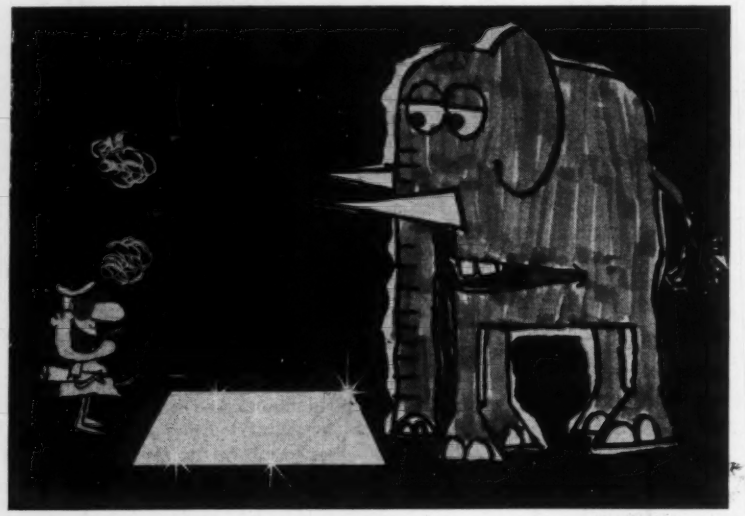
Radio Run ■ The Wheatena Corp. (Wheatena cereal food), Rahway, N.J., has scheduled a spot radio campaign in 35 markets, starting in late September and running for 12 weeks. The company's musical jingle commercial will be aired from five to 30 times weekly, varying with market size. Agency: Charles W. Hoyt, N.Y.

■ Also in advertising

■ Winters Assoc., New York, is a new advertising agency organized by Peter Theg, former national sales manager of Bartell Broadcasting Corp. The new agency, which will concentrate on accounts heavy in radio and tv, will headquarter on the penthouse floor of the Times Tower (at Times Square in New York). Winters currently is buying a radio and tv campaign for dan-d Industries, manufacturer of men's toiletries. Spots will run on some 20 stations on the eastern seaboard. Mr. Theg has been in sales and station management and had been a consultant as well as gneral manager of WILD Boston and WMTV (TV) Madison, Wis.

■ BBDO's intake of additional Pepsi-Cola billings continued last week, the pleasant lingering effect on the parent company's April appointment of the agency. Pepsi bottling firms over the nation since then have been switching ad budgets to BBDO. Latest last week was a Pepsi bottler in Winston-Salem, N.C., considered to be a billing plum because it's one of the largest in the company.

■ VeriKleen Products, Garden Grove, Calif., has appointed Adams & Keyes, Los Angeles, as agency for the company's line of carpet cleaners, spot removers and other household products. A Southern California tv campaign is planned for fall.



Who's game ■ Floor-covering prospects had better beware. Sandran is loose in the television jungle with a newly-acquired weapon, animation. Viewers who may have managed to resist Sundran's customary straightforward attack now will be subject to subtler stalking by a big new personality, an animated elephant. The 60-second safari story, produced by agency Hicks & Greist, begins to unfold next week on the network but will get heavier play in 30-40 markets where manufacturer Sandura Co., buys time cooperatively with distributors and dealers.

The animation, an unusual approach in this product class, takes a new technical tack to build sales appeal for the elephant character, Sweetie Baby. The hunter—he's out for Sweetie Baby's hide—is painted in the usual manner on film, but the elephant is cartooned first on paper, which is torn away before transfer to the film, to give appearance of extra dimension and movement. Sandran, introduced in live-action pictures (left) is used by Sweetie Baby to show the hunter that there is something tougher than elephant hide.

Sweetie Not in Olympics ■ Sandran is not forsaking altogether its traditional straight-sell, however. Hicks & Greist has produced a new live-action film spot "The Sandran Decathlon," for eight prime-time minutes the client has bought during CBS-TV's Olympics coverage starting Aug. 26. This commercial also will be supplied locally.

While Sandran generally has relied on straight product presentation on tv, Sweetie Baby will not be the first elephant in the act. An early Sandran commercial on Steve Allen's old NBC-TV *Tonight* show was a street stunt, where elephants, steamrollers and other heavy-duty talent trampled the product in the street.

The agency team responsible for the new cartoon commercial includes executive producer Richard Rendely, writer Pete Nord and Art director Len Glassor. Ven Herndon is the Hicks & Greist account executive. Elektra films, New York, executed the spot, Pablo Ferro directing.

New agency devoted to co-op advertising

Cooperative advertising, often treated as a stepchild by the commission-oriented minds and closely watched by federal regulators, now has its own agency to deal with complexities of the business. Lester Krugman, at one time advertising vice president for National Telefilm Assoc. and more recently publisher of the *Cooperative Advertising Newsletter*, has sold his monthly letter and founded Cooperative Advertising Specialists in New York.

CAS will offer a comprehensive service to manufacturers covering creation, administration and merchandising of co-op programs. The fee to the advertiser will be 15% of expenses. Commissionable business will not be affected, Mr. Krugman says, and he expects to coordinate efforts with other agencies retained by clients. The new firm was not ready last week to release a client list.

Cooperative advertising is estimated at $2 billion in annual expenditures by Mr. Krugman. Through supermarket and other retail schedules, cooperative money has become increasingly significant in local radio. In television co-op accounted for 15% of revenue in 1958, Mr. Krugman said, going from an estimated 10% the year before. However, broadcasters are not getting what they should from co-op because of a lack of aggressiveness, deficiencies in proof of performance and rate card dealing, the specialist believes.

His agency is at 554 Fifth Ave., New York 36 (Telephone Circle 6-6670). The newsletter was bought by American Press, New York, publisher of a trade magazine for weekly newspapers, and Mr. Krugman will act as consultant.

Diploma sponsors

An experiment in locally-sponsored public service programming has proved successful for WREX-TV Rockford, Ill. The station enlisted 13 Rockford business and industrial firms to serve as co-sponsors with WREX-TV of the graduation exercises of the city's two high schools. It was the fourth time the station had telecast the graduations, but the first time it has sought sponsorship. A bank, several manufacturers and a dairy cooperated to bring the two programs to the public of Rockford.

Floor cover concerns bigger tv customers

A significant development in television advertising at mid-summer is a growing activity on the part of two floor-covering companies to undertake extensive sponsorships in promoting their new lines.

Armstrong, sponsor of the nighttime *Circle Theatre* on CBS-TV on alternate Wednesdays, will hike its daytime television this fall. Starting in early September it will add sponsorship in *The Verdict is Yours* and *Brighter Day* to daytimer *Art Linkletter's Houseparty* it now has on CBS-TV. It is increasing tv to advertise vinyl accolon, a rotovinyl floor covering. Armstrong and BBDO feel this will account for the largest daytime effort made by Armstrong or any other floor covering advertiser.

The other active advertisers: The Sandura Co. of Jenkintown, Pa. until recently Sandura participated in three daytime tv shows and the NBC-TV *Jack Paar Show* for Sandran vinyl floor covering and occasionally for the more expensive crown vinyl line. Sandran's fall network budget has been concentrated by its agency, Hicks & Griest, N.Y., on eight prime minutes of Olympic coverage on CBS-TV and a sixth of

ONE IF BY LAND / TWO IF BY SEA / PAUL REVERE

In 1775 when the two signal lights gleamed from the old North Church belfry, Paul Revere rode like a firebrand into the quiet night to warn all waiting Middlesex County that the British were coming. And . . . when the British came, the Minutemen were waiting for them, muskets cocked . . . the message got through. Balaban stations travel like a firebrand, too, with your message . . . riding straight to win for you on the Balaban policy of original programming, exciting personalities and real selling "know-how". The news of your product, or your service is carried straight to the buyer with the Balaban Stations . . . couriers par excellence!

THE BALABAN STATIONS: In tempo with the times. John F. Box, Jr., Managing Director

WIL-ST. LOUIS / WRIT-MILWAUKEE / KBOX-DALLAS

Sold Nationally by Robert E. Eastman & Co., Inc. Sold Nationally by Tom Har...

ARBITRON'S DAILY CHOICES

ARB

Listed below are the highest-ranking television shows for each day of the week August 4-10 as rated by the multi-city Arbitron Instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., Aug. 4	Untouchables (9:30 p.m.)	ABC-TV	24.2
Fri., Aug. 5	77 Sunset Strip (9 p.m.)	ABC-TV	19.3
Sat., Aug. 6	Gunsmoke (10 p.m.)	CBS-TV	23.3
Sun., Aug. 7	What's My Line (10:30 p.m.)	CBS-TV	19.5
Mon., Aug. 8	Esther Williams (10 p.m.)	NBC-TV	30.4
Tue., Aug. 9	Comedy Spot (9:30 p.m.)	CBS-TV	14.8
Wed., Aug. 10	U. S. Steel Hour (10 p.m.)	CBS-TV	23.6

* Highest rating during the day for all shows other than the Republican National Convention.
** An average of total audience of all three networks during the Republican National Convention from 8 p.m. until 11 p.m.

Copyright 1960 American Research Bureau

NBC-TV's election coverage. There is continuing spot activity in 30-40 markets and co-op schedules by dstributors that amounted to more than $600,000 last year. (Also see Sandura preview, page 40).

Radio can sell discs

Radio Advertising Bureau, New York, has gone trouble-shooting in the retail record store field and come up with a report to help stores hold onto their stake in a $462 billion business shared increasingly with chain stores and record clubs. Radio can help out, RAB says, with blanket coverage of adults (prime long-play and album customers), big coverage of suburbia (reaching 83.6% of outside-city families weekly in an area that accounts for nearly two-thirds of the country's population) and with 97% weekly coverage of the $75 million pop-single teenage market. There are 6,000 independent record stores and 15,000 supermarkets selling records today, RAB reports. In the split market, record clubs are doing 20% of the business and supermarkets 17%.

B/G/F buys in Dunlop

Bishopric/Green/Fielden Inc., Miami advertising agency, has acquired "a substantial stock interest" in Gerry Dunlop & Assoc., agency based in Jamaica, B.W.I., President Karl Bishopric announced. "With a division in Jamaica, we'll virtually be on the doorstep of our Caribbean advertisers who sell in the United States," he said. In addition, Mr. Bishopric asserted, American clients with Caribbean interests will benefit from the merger and Dunlop clients will reap such benefits as use of B/G/F's radio-tv-film department.

Dunlop adds 36 accounts to the Florida agency's roster. B/G/F's annual billings have run around $4 million and with the addition of Dunlop and Radcliffe Adv., Jacksonville, which the agency opened in February, Mr. Bishopric said, will top $5 million annually.

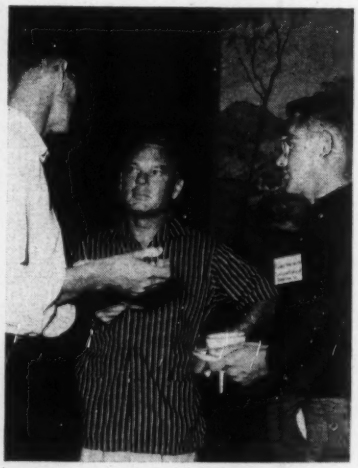
Radio has sales arms, Georgians are told

Radio is armed right now with all the sales weapons it needs "to take tens of millions of national and retail advertising dollars away from the other principal advertising media," the Georgia Assn. of Broadcasters was told last Tuesday (Aug. 9). Speaking at the group's meeting at Jekyll Island, Ga., Kevin B. Sweeney, president of Radio Advertising Bureau, also said radio's present selling facts are sufficient "to double billings within the next five years."

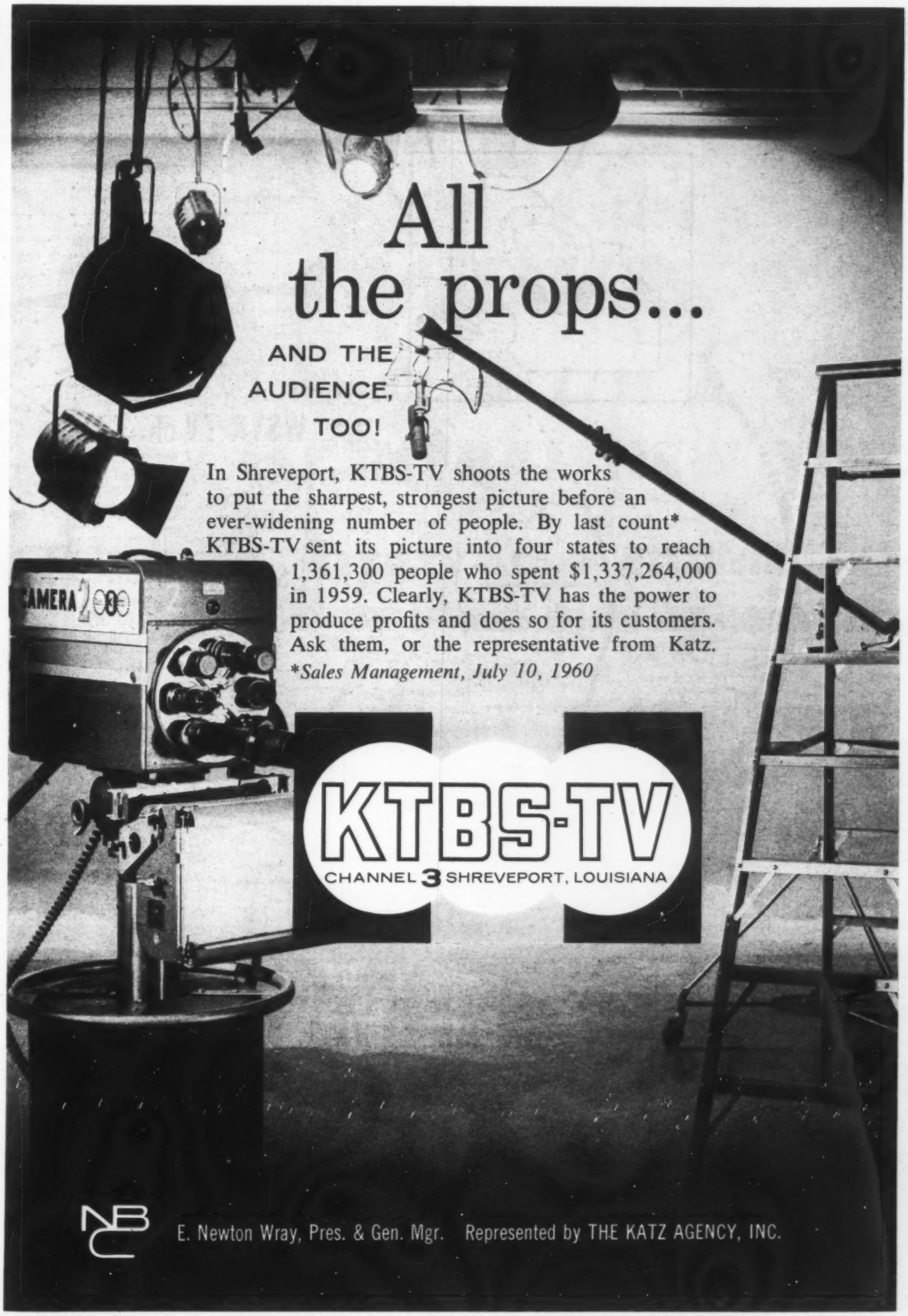
Summarizing radio's advantages over other media for most advertisers, Mr. Sweeney pointed to the inroads made by radio on newspaper readership and tv viewing. "Radio now receives nearly twice as much time daily from U.S. adults as newspapers and magazines combined," he said. At the same time, Mr. Sweeney said, "more adults are listening to radio than viewing tv during 12 of the 18 hours of the broadcast day. And radio's margin over tv in these 'buy-time' hours is growing every year."

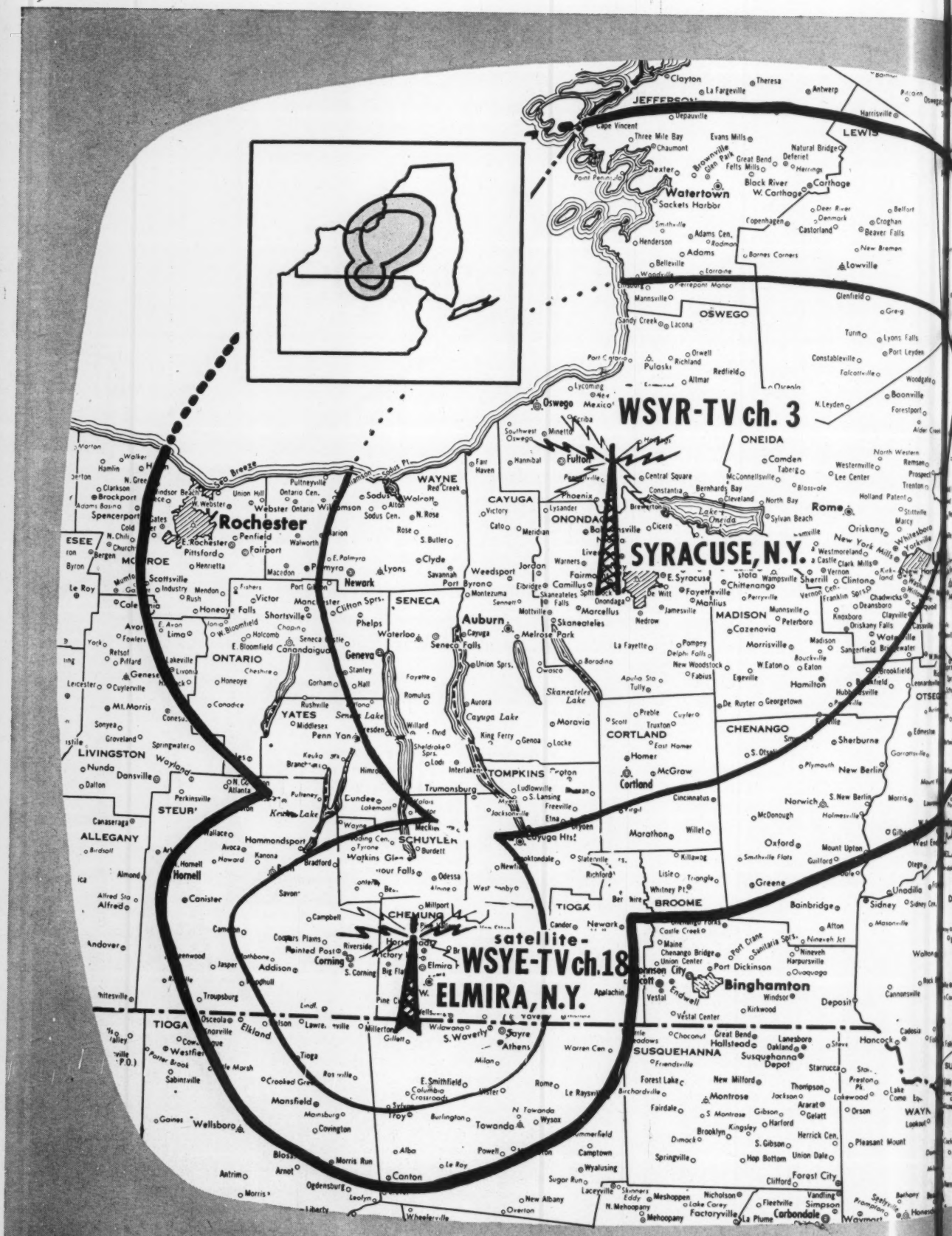
Agency App'tments

- Coty Inc., N.Y., named Daniel & Charles Inc., N.Y., to handle several new, and as yet, unnamed, products.
- National LP-Gas Council, Evanston, Ill., names Campbell-Mitchum, Chicago.
- Turtle Wax Co., Chicago, appoints D'Arcy. Co., that city, to handle its $200,000 account, including car waxes, cleaners and other products previously serviced by Bozell & Jacobs. D'Arcy already handles Parti-Day Div. account of Turtle Wax Inc.
- Youngstown Kitchens Div. of American Standard Corp. appoints newly merged Ross Roy-BSF&D Inc., Detroit, to handle advertising and merchandising, effective Sept. 1.
- Manning's Inc., S.F., appoints Compton Adv. as advertising and marketing counsel for all divisions. These include Manning's Coffee Co. (a wholly-owned subsidiary), the Restaurant Div., the Bakery Div. and the Food Service Management Div. Manning's has restaurants and cafeterias in four western states.
- Miss Pat, L.A. (Women's fashion sportswear), appoints Hixson & Jorgensen, that city, to handle national advertising and sales promotion
- Elgin Watch Co. Ltd. names Kenyon & Eckhardt of Canada Ltd. Ed Ferree, K&E vice president in charge of the Toronto office, appointed account supervisor.



Standard bearer ■ George Huntington (R), Television Bureau of Advertising vice president-general manager, was the sole broadcast media man at the second annual Harvard seminar of the Advertising Federation of America, July 24-Aug. 5. Here he is in a hall discussion with John V. Doyle (l) of Campbell-Ewald Co., Detroit, vice president and supervisor on the General Motors institutional account, and Robert F. Calrow of the Minneapolis Gas Co. Although Mr. Huntington was outnumbered eight to one by print media people, the rest of a 34-man student body were from agencies and advertisers with substantial air commitments. The students, drawn from "middle management," spent their time solving problems from a broad-range management point of view under guidance of Martin V. Marshall, associate professor of the Harvard School of Business. Robert Douglass Stuart, seminar and conference management consultant, directed the program for the AFA.


All
the props...
AND THE
AUDIENCE,
TOO!
In Shreveport, KTBS-TV shoots the works to put the sharpest, strongest picture before an ever-widening number of people. By last count* KTBS-TV sent its picture into four states to reach 1,361,300 people who spent $1,337,264,000 in 1959. Clearly, KTBS-TV has the power to produce profits and does so for its customers. Ask them, or the representative from Katz.
*Sales Management, July 10, 1960
KTBS-TV
CHANNEL 3 SHREVEPORT, LOUISIANA
NBC
E. Newton Wray, Pres. & Gen. Mgr. Represented by THE KATZ AGENCY, INC.


WSYR-TV ch. 3
SYRACUSE, N.Y.
satellite-
WSYE-TV ch.18
ELMIRA, N.Y.
Rochester
Watertown
Binghamton
Auburn
Geneva
Corning
Hornell
Canandaigua
Oswego
Cortland
Carbondale
JEFFERSON
LEWIS
OSWEGO
ONEIDA
WAYNE
CAYUGA
ONONDAGA
SENECA
ONTARIO
YATES
MONROE
LIVINGSTON
STEUBEN
ALLEGANY
SCHUYLER
TOMPKINS
CORTLAND
MADISON
CHENANGO
BROOME
TIOGA
SUSQUEHANNA
WYOMING
Lake Ontario
Lake Oneida
Seneca Lake
Cayuga Lake
Keuka Lake
Canaseraga
Hammondsport
Wellsboro
Towanda
Troy
Canton
Elmira
Waverly
Owego
Endicott
Johnson City
Vestal
Deposit
Sidney
Norwich
Oxford
Greene
Sherburne
Hancock
Cooperstown
Utica
Rome
Oneida
Syracuse
Fulton
Oswego
Pulaski
Watertown
Carthage
Lowville
Massena
Ogdensburg
Potsdam
Malone
Plattsburgh
Saranac Lake
Tupper Lake
Lake Placid
Elizabethtown
Ticonderoga
Glens Falls
Saratoga Springs
Schenectady
Albany
Troy
Amsterdam
Gloversville
Johnstown
Little Falls
Herkimer
Ilion
Mohawk
Frankfort
Dolgeville
Canajoharie
Cobleskill
Schoharie
Middleburgh
Sharon Springs
Cherry Valley
Richfield Springs
Hamilton
Morrisville
Cazenovia
Chittenango
Manlius
Fayetteville
Jamesville
Marcellus
Skaneateles
Auburn
Seneca Falls
Waterloo
Geneva
Penn Yan
Dundee
Watkins Glen
Montour Falls
Elmira
Corning
Painted Post
Hornell
Canisteo
Alfred
Andover
Wellsville
Olean
Salamanca
Jamestown
Dunkirk
Fredonia
Westfield
Ripley
Silver Creek
Hamburg
Buffalo
Lackawanna
Tonawanda
North Tonawanda
Niagara Falls
Lockport
Medina
Albion
Batavia
Le Roy
Rochester
Brockport
Spencerport
Fairport
Pittsford
Honeoye Falls
Mt. Morris
Dansville
Nunda
Perry
Warsaw
Attica
Arcade
Springville
East Aurora
Orchard Park
Hamburg
Evans
Angola
Dunkirk
Fredonia
Chautauqua
Mayville
Bemus Point
Lakewood
Jamestown
Falconer
Cassadaga
Sinclairville
Randolph
Salamanca
Ellicottville
Olean
Bradford
Coudersport
Port Allegany
Smethport
Kane
Wilcox
Ridgway
Brockway
DuBois
Punxsutawney
Clearfield
Curwensville
Philipsburg
Bellefonte
Lock Haven
Williamsport
Montoursville
Muncy
Milton
Lewisburg
Selinsgrove
Sunbury
Shamokin
Mount Carmel
Danville
Bloomsburg
Berwick
Hazleton
Wilkes-Barre
Scranton
Carbondale
Honesdale
Hawley
Milford
Port Jervis
Middletown
Newburgh
Poughkeepsie
Kingston
Hudson
Catskill
Coxsackie
Athens
Rensselaer
Troy
Cohoes
Waterford
Mechanicville
Saratoga Springs
Ballston Spa
Glens Falls
Hudson Falls
Fort Edward
Whitehall
Granville
Salem
Cambridge
Greenwich
Schuylerville
Stillwater
Clifton Park
Scotia
Schenectady
Rotterdam
Amsterdam
Fonda
Johnstown
Gloversville
Mayfield
Broadalbin
Northville
Speculator
Indian Lake
Long Lake
Blue Mountain Lake
Raquette Lake
Old Forge
Inlet
Eagle Bay
Herkimer
Mohawk
Ilion
Frankfort
Dolgeville
Little Falls
Newport
Poland
Cold Brook
Middleville
Van Hornesville
Richfield Springs
Cooperstown
Milford
Oneonta
Unadilla
Sidney
Bainbridge
Afton
Guilford
Sherburne
Earlville
Hamilton
Colgate
Madison
Morrisville
Eaton
Brookfield
Leonardsville
Bridgewater
Waterville
Clayville
Sauquoit
Deansboro
Oriskany
Utica
New Hartford
Whitesboro
Yorkville
Rome
Verona
Vernon
Oneida
Sherrill
Clinton
Kirkland
Westmoreland
Clark Mills
New York Mills
Marcy
Holland Patent
Prospect
Trenton
Boonville
Forestport
Alder Creek
Remsen
Camden
Taberg
Lee Center
Westernville
Blossvale
Sylvan Beach
Wampsville
Canastota
Durhamville
Munnsville
Peterboro
Cazenovia
Morrisville
Eaton
Hamilton
Earlville
Sherburne
New Berlin
Norwich
Oxford
Mount Upton
Guilford
Greene
Coventry
Smithville Flats
Plymouth
Sherburne
Earlville
Hamilton
Colgate
Madison
Morrisville
Eaton
Brookfield
Leonardsville
Bridgewater
Waterville
Clayville
Sauquoit
Deansboro
Oriskany
Utica
New Hartford
Whitesboro
Yorkville
Rome
Verona
Vernon
Oneida
Sherrill
Clinton
Kirkland
Westmoreland
Clark Mills
New York Mills
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Holland Patent
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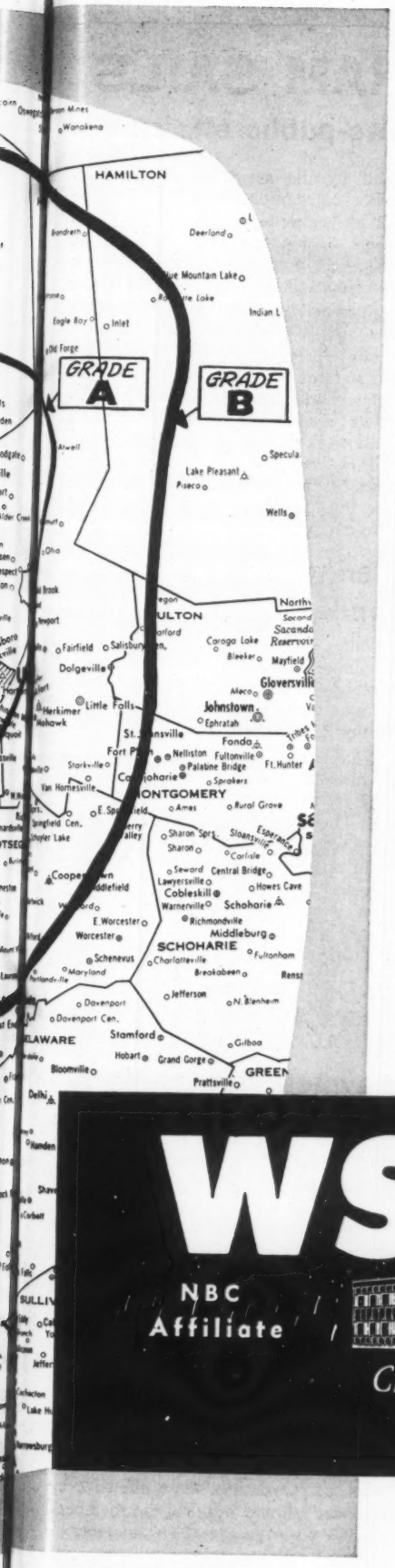


WSYR-TV

PLUS!

WSYE-TV

DOMINATES CENTRAL NEW YORK

•

WSYR-TV ALONE DELIVERS 44,287 MORE HOMES THAN ITS COMPETITOR

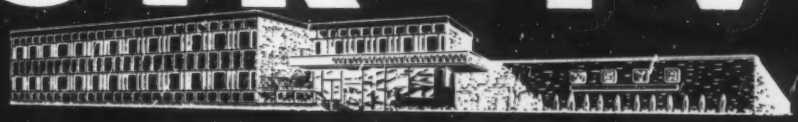
•

WSYR-TV AND ITS SATELLITE, WSYE-TV, DELIVER 73,089 MORE HOMES THAN ITS COMPETITOR

*All figures NCS No. 3, weekly circulation.

WSYR • TV

NBC Affiliate



Channel 3 • **SYRACUSE, N. Y.** • *100 KW*

Plus WSYE-TV channel 18 ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

CBS RADIO TRIMS PROGRAM SAILS

They'll cut entertainment shows for more news-public affairs

Details of a programming cutback to what is essentially a news-public affairs-and-personalities format were being prepared by CBS Radio last week for submission to its affiliates this week or next.

The plan was approved by network officials and members of the CBS Radio affiliates board at a meeting at Ponte Verda Beach, Fla., last Monday and Tuesday. In essence the changes that would be made in the current Program Consolidation Plan format of operation are those that had been disclosed earlier: Elimination of daytime serials and some other entertainment programs, introduction of 10-minute newscasts on the hour and the addition of five-minute news and analysis programs on the half-hour (BROADCASTING, Aug. 8).

Officials declined to release details until they have been completed and submitted to all affiliates, (who are slated to act on the proposals at their annual convention Sept. 28-29 in New York), but authoritative sources said the results probably would be as follows:

- The new 10-minute newscasts on the hour would be divided, for sales purposes, between network and affiliates. The first 7½ minutes of each would be reserved for network sale. Affiliates could substitute and sell local news in the last 2½ minutes or could carry the full 10 minutes.
- The five minute news-analysis shows to be added on the half-hour would be reserved for network sale.
- In addition to seven daytime serials, programming to be discontinued probably would include the venerable *Amos 'N' Andy Music Hall* (which CBS Radio at least once before considered dropping, but apparently found it too much in demand), the weekend *Gunsmoke* and *Suspense* series and the Kingston Trio.
- All news and public affairs programs currently on the schedule will be retained including Lowell Thomas across the board and Edward R. Murrow on Sundays as well as the quarter-hour *World News Roundup* and *World Tonight* seven times a week; the two-hour morning block of personality shows, consisting of Arthur Godfrey, Art Linkletter, Garry Moore and Bing Crosby & Rosemary Clooney; the weekend *Have Gun, Will Travel* and *Yours Truly, Johnny Dollar* adventure series; the 35-minute *Mitch Miller Program* (which may be moved from Sunday evening to Saturday); the *Camera on Sports*, Phil Rizzuto ad Bob Richards sports features, and such seasonal series as the New York Philharmonic Orchestra, Cleveland Orchestra and World Music Festivals.

Oldtimers Out ■ Three of the seven daytime serials slated for abandonment are *Right to Happiness, Young Dr. Malone* and *Second Mrs. Burton* which have been on the air for close to 20 years. Another, *Ma Perkins*, has been on for about 27. The more recent ones are *Couple Next Door*, and *Whispering Streets* and, youngest of all, *Busy Seller*, a dramatization of books, which replaced the veteran *Romance of Helen Trent* a short time ago.

The new programming plan, assuming it wins affiliate approval and goes into effect, will be the second major change by CBS Radio in two years. Its current PCP, which not only reduced the volume of programming fed to affiliates but also substituted programming for cash as the primary means of compensating stations, was announced to a surprised convention of affiliates in late October 1958 (BROADCASTING, Nov. 3, 1958).

Network officials apparently are determined that no affiliate will be surprised by the new plan at the September convention. They hope to be able to get details to all CBS Radio stations within the next week or so, giving the affiliates time for homework before convention time. The substance of the plan was drawn up by the executive committee of the affiliates board.

John S. Hayes of the *Washington Post* stations, chairman of both the affiliates board and its executive committee, headed the station contingent at last week's meeting. President Arthur Hull Hayes, executive Vice President James M. Seward and Station Relations Vice President William A. Schudt Jr. represented the network.

ON ORBIT

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

Aug. 15-22 (10-11 p.m. **What Makes Sammy Run?** Purex through Edward H. Weiss.

Aug. 15-19, 22-24 (11-11:30 a.m.) **Price Is Right,** participating sponsors.

Aug. 15-19, 22-24 (12:30-1 p.m.) **It Could Be You,** participating sponsors.

Aug. 16, 23 (9:30-10 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell and Sterling Drug through Dancer-Fitzgerald-Sample.

Aug. 17, 24 (8:30-9 p.m.) **Price Is Right,** Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

Aug. 19 (9:30-10 p.m.) **Masquerade Party,** Hazel Bishop through Donahue & Coe, Block Drugs through Grey Adv.

Aug. 19 (10-11 p.m.) **Moment of Fear,** Lever through Sullivan, Stauffer, Colwell & Bayles.

Aug. 20 (10-10:30 a.m.) **Howdy Doody Show,** Continental Baking, Nabisco through Ted Bates.

Aug. 20 (10:30-11 a.m.) **Ruff and Reddy Show,** Borden through Benton & Bowles.

Aug. 20 (7:30-8:30 p.m.) **Bonanza,** RCA through Kenyon & Eckhardt.

Aug. 21 (8-9 p.m.) **Music on Ice,** sustaining.

Aug. 21 (9-10 p.m.) **The Chevy Mystery Show,** Chevrolet through Campbell-Ewald.

Disney to NBC appears certain

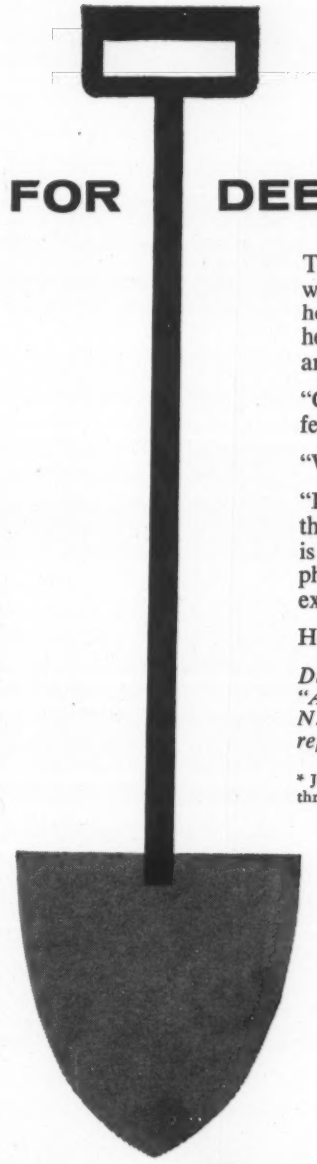
Walt Disney is coming to NBC-TV. That much appeared certain last week as reports persisted that the network is continuing to negotiate with Mr. Disney for his services.

What could not be ascertained was the direction the talks were taking. An early report of the network seeking the Walt Disney motion picture and short subject backlog for tv presentation could not be confirmed. NBC-TV also was suspected of exploring a possibility of a working arrangement with Mr. Disney whereby he would provide new tv properties. ABC-TV's contract with Mr. Disney runs out in about another year. (The contract between ABC-TV and Walt Disney Productions provides his exclusivity with that network.)

Laymen view radio-tv

At their July convention in Minneapolis members of the Lutheran Laymen's League passed a resolution deploring "the prevalence of immorality, violence and bad taste in publications, motion pictures, television and radio programs and in the mass media generally." However, the resolution commended the producers of acceptable works in these media "for recognizing and discharging their moral responsibilities in this respect."

It was recommended by the League that both houses of Congress take up the matter with local and state representatives and try to find methods of dealing with media improvement. The work of preventing "these offensive influences" should begin in the members' homes, according to the statement.



FOR DEEP THINKERS

Timebuyer Yorick is returning from lunch. Preoccupied with latest Washington Nielsen*, he almost steps into a hole that a man is digging outside the agency. Curious, he asks the digger how deep the hole is (our people do anything for these problems).

"Guess," replies the artist, "my height is exactly five feet ten inches."

"Well, how much deeper are you going?"

"I am going twice as deep," replies his adversary, "and then my head will be twice as far below ground as it is now above ground." (Actually, the digger is a nuclear physicist whose analyst has prescribed diversionary exercise.)

How deep will the hole be when finished?

Dig up the correct answer and win a copy of Dudeney's "Amusements in Mathematics"—Dover Publications, Inc., N. Y. Don't shirk just because you've already won — repeaters will receive additional VALUABLE prizes.

* June Neilsen shows WMAL-TV on top 6 p.m. to midnight, Sunday through Saturday. You don't have to dig to uncover this fact.

wmal-tv abc

Washington, D. C.

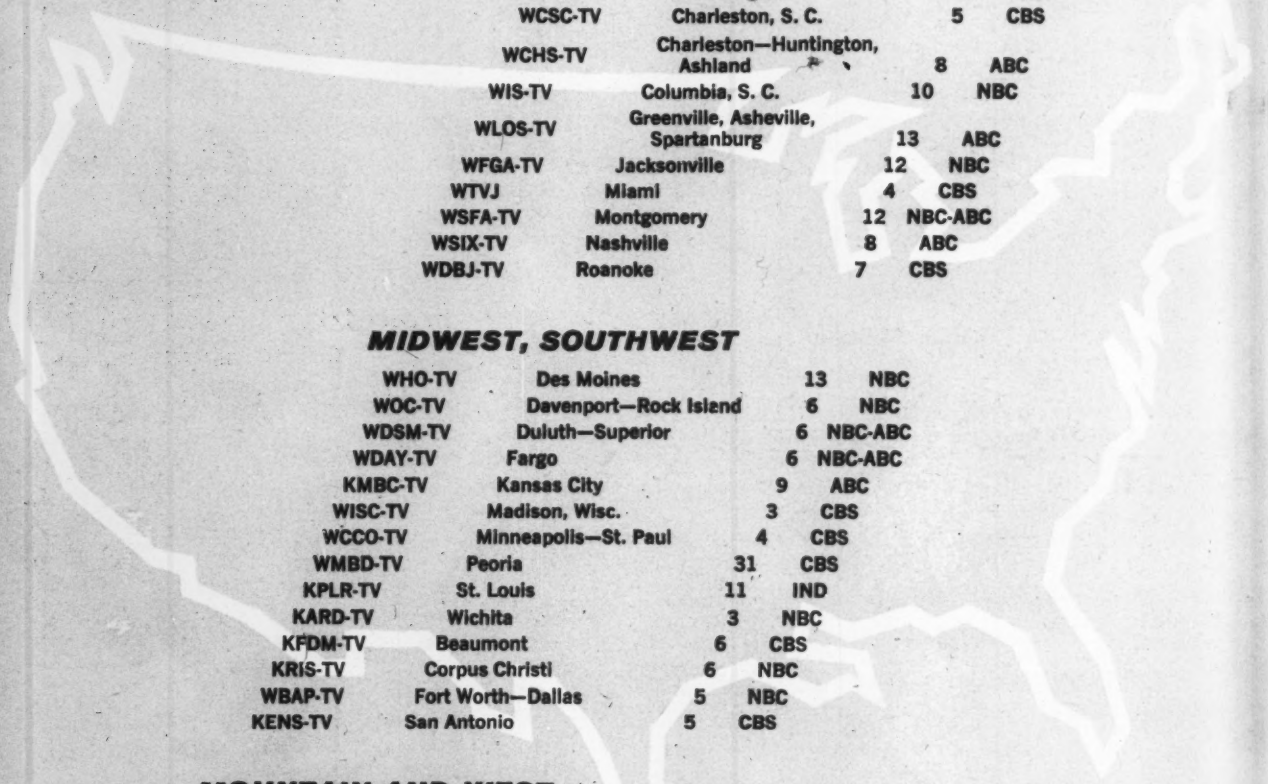
An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

REPAIR
To tell you
more about SPOT
and the Stations
and Markets we represent

PETERS, GRIFFIN, WOODWARD, INC.

...and these are the fine Television Stations and Markets we represent:



EAST, SOUTHEAST

		CHANNEL	PRIMARY
WWJ-TV	Detroit	4	NBC
WPIX	New York	11	IND
WTTG	Washington	5	IND
WCSC-TV	Charleston, S. C.	5	CBS
WCHS-TV	Charleston—Huntington, Ashland	8	ABC
WIS-TV	Columbia, S. C.	10	NBC
WLOS-TV	Greenville, Asheville, Spartanburg	13	ABC
WFGA-TV	Jacksonville	12	NBC
WTVJ	Miami	4	CBS
WSFA-TV	Montgomery	12	NBC-ABC
WSIX-TV	Nashville	8	ABC
WDBJ-TV	Roanoke	7	CBS

MIDWEST, SOUTHWEST

WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport—Rock Island	6	NBC
WDSM-TV	Duluth—Superior	6	NBC-ABC
WDAY-TV	Fargo	6	NBC-ABC
KMBC-TV	Kansas City	9	ABC
WISC-TV	Madison, Wisc.	3	CBS
WCCO-TV	Minneapolis—St. Paul	4	CBS
WMBD-TV	Peoria	31	CBS
KPLR-TV	St. Louis	11	IND
KARD-TV	Wichita	3	NBC
KFDM-TV	Beaumont	6	CBS
KRIS-TV	Corpus Christi	6	NBC
WBAP-TV	Fort Worth—Dallas	5	NBC
KENS-TV	San Antonio	5	CBS

MOUNTAIN AND WEST

KBAK-TV	Bakersfield	29	CBS
KBOI-TV	Boise	2	CBS
KBTV	Denver	9	ABC
KGMB-TV KMAU-KHBC-TV	Honolulu Hawaii	9	CBS
KTLA	Los Angeles	5	IND
KRON-TV	San Francisco	4	NBC
KIRO-TV	Seattle—Tacoma	7	CBS

Pioneer Station Representatives Since 1932

PETERS, GRIFFIN, WOODWARD, INC.

NEW YORK · CHICAGO · DETROIT · HOLLYWOOD · BOSTON
ATLANTA · DALLAS · FT. WORTH · SAN FRANCISCO · ST. LOUIS

SAG-AFTRA MERGER REJECTED

SAG members vote 82% against Cole plan

Disposing of any possibility of a merger between the American Federation of Television & Radio Artists and the Screen Actors Guild for the foreseeable future, SAG members in a secret ballot voted by a majority of over 82% to reject the David L. Cole plan for such a merger. Simultaneously, the SAG membership approved an alternative plan of positive cooperative action between the two talent unions by a 92% margin.

Results of the mail referendum were made public (Aug. 14) by George Chandler, SAG president, who noted that "this is the first nationwide referendum of actors on the question of merger and the results are most significant."

SAG members, in New York, reportedly overwhelmingly in favor of the merger, voted against the Cole merger plan by better than two to one (659 for rejection to 323 for acceptance), compared to an 88% opposition to merger by the SAG members in Hollywood and elsewhere outside on New York (3,303 against to 539 for the merger).

On the proposal of the SAG board for cooperation between SAG and AFTRA, the entire SAG membership, including New York, voted approval by 92%. New York registered an 89% majority (915 "yes" votes to 109 "noes") and the rest of the country voted 3,663 "yes" to 277 "noes."

This proposal calls for "joint formulation of contract proposals and joint negotiation and administration of all collective bargaining contracts in the field of tv commercials (live, taped and film) and also in the field of taped tv entertainment programs; exploration of the possibility of full interchangeability of membership cards in these fields; cross-crediting of pension and welfare benefits and a continuing study looking for other areas of positive cooperation between SAG and AFTRA."

WICE forms P&R unit

The formation of a new production and recording division to meet the specialized needs of New England radio advertisers and agencies has been announced by WICE Providence, R.I., Sherman A. Strickhouser, WICE program director and head of the new unit, stated that the P & R division will work in association with a WICE talent bureau now being established.

The new facility will create, produce, record and duplicate individualized commercial announcements.

The film extra's new contract: how it works

A 10% hike in minimum salary scales, a health and welfare fund, six months' retroactive payment, adjustments in special categories and changes regarding commercials are the salient points of a new four-year contract negotiated by Screen Extras Guild with the Alliance of Television Film Producers and the Assn. of Motion Picture Producers (AT DEADLINE, Aug. 8).

The new pact is retroactive to June 1, 1960, and runs to June 30, 1964. Minimum salary scales for all extras working in theatrical and tv films, commercial films and industrial and other types of films are increased 10% as of June 1 for the first two years of the contract and an additional 5% for the last two years. Examples of the immediate increases are: general extra players from $22.05 per day to $24.25; dress and riders from $29.04 to $31.94; silent bit extras from $61.33 to $67.46.

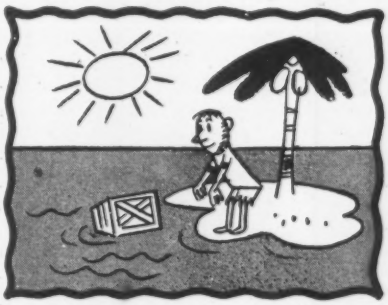
A health and welfare plan for extras will be established by an initial contribution of $50,000 pro-rated among all producers of theatrical or tv or industrial or other films, with subsequent employer contributions to be on an equivalent percentage basis with that of the Screen Actors Guild health and welfare plan.

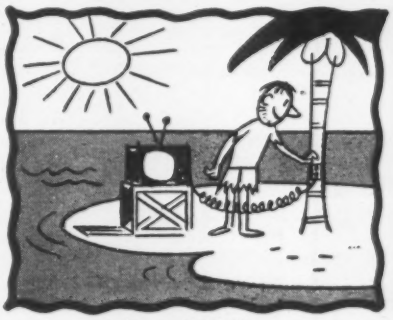
SEG had asked for a retroactive adjustment from the expiration of the previous contract (April 2, 1959) and when the employers balked at such payments for so long a period compromised on a six-month settlement of $1.20 a day, based on 15 cents an hour. Period for which this adjustment will be paid is April 2-Oct. 1, 1959, a time when more extras were employed than during the six months just past.

Adjustments in special categories of extra work include: wet work from $4.25 to $5; body make-up and special business from $7.75 to $8.50; auto allowance from $12 to $14; interview allowance from $1.50 to $2.

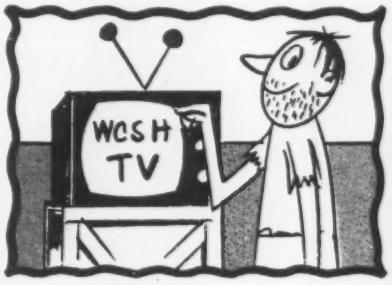
Changes were agreed to in provisions covering commercials which have not yet been reduced to writing. Terms of the pact are subject to ratification by the SEG membership and the boards of the producers' organizations. The announcement that agreement had been reached was made jointly by Jeffrey Sayre and H. O'Neil Shanks, SEG president and executive secretary, respectively; Richard Jencks, ATFP president, and Charles S. Boren. AMPP executive vice president, heads of the negotiating committees of their organizations.

Far-Reaching!





I'm glad this coconut tree is wired.



Who wants to be rescued!

We may have succeeded this time, but it's hard to exaggerate Six's Far-Reaching effect. You just can't do the right job in Maine without it.

WCSH-TV 6 NBC for PORTLAND MAINE

MAINE BROADCASTING SYSTEM

WCSH-TV 6, Portland WLBZ-TV 2, Bangor
WCSH Radio, Portland
WLBZ Radio, Bangor WRDO Radio, Augusta

FILLING THE INDIES' NEWS VOID

RPI voiced news feeds 52 independents with on-the-spot tapes

At 4:05 p.m. EDT last Tuesday (Aug. 9) program engineers at 43 stations in the continental U.S. began taping a 24:30-minute news report consisting of 20 individual news capsules from Munich, London, Bonn, New York, Washington, Hong Kong, Cape Canaveral and Boston.

At 4:55 p.m. five Canadian stations began taping a similar feed, with additional material of interest to that country.

At 5:10 p.m. three West Coast stations began taping an updated version of the 4:05 report.

At 6:30 p.m. an engineer on Swan Island in the Caribbean taped news reports in both English and Spanish.

Voiced Feeds ■ All of these reports originated in the New York transmission center of Radio Press International, one of the first, and at this stage the most extensive, independent voiced news services. The performance Tuesday afternoon is duplicated twice each day Monday through Friday (the other report at 7:05 a.m.), with similar afternoon feeds on Saturday and Sunday plus a 10-minute news roundup on Saturday. They are part of the news budget RPI delivers to 52 stations every week—a budget that reached 1,044 items in July and now averages 180-200 items every week of the year.

Numerically, that 52-station lineup represents just one more station than RPI had when Straus Broadcasting Co. (WMCA New York, WBNY Buffalo) took it over in November 1959. Actually, it represents much more. For between last November and last week, the list had dwindled to 14 (in March), and the service had seen lean days and raised considerable doubt that voiced news services could last at all. Judging from the current health and enthusiasm of RPI, those doubts have been alleviated.

The idea of voiced news services was a logical development of the growth of independent radio—with thousands of stations springing up all over the country after World War II, many operating on music-and-news formats without network affiliations. A crying need for all these stations was for news beyond their local areas—and beyond that brought in by existing wire services. (Network - affiliated stations, too, are RPI subscribers, although the primary appeal is to independents.)

The voiced news service was developed to fill that breach. In the words of Michael J. Minahan, general manager of RPI, it was developed to give stations "the news they wanted, in the manner they wanted it, at times they could use it."

The Organization ■ Like most news-gathering organizations, RPI is built around a superstructure of full-time reporters and editors in key news centers plus a periphery of stringer correspondents ready to file news as it develops in other places. At RPI this reduces to a core of about 70 correspondents who file regular reports, augmented by another 400-plus stringers who can be called on as news needs dictate.

Unlike conventional news services, the voiced service adds the element of sound—with the inherent complications of getting it and transporting it from place to place. It is one thing for a correspondent in Hong Kong to file a written report by cable. It is quite another for a voiced service to carry the sound of a correspondent or a news event back to a station in Chambersburg, Pa. Until the advent of the voiced news service, the independent station did without.

WCBG in Chambersburg did not do without last Tuesday. Instead, its listeners heard an RPI correspondent report on what was happening in Laos two hours before—at the same time they heard what Lyndon Johnson had to say about the President's defense program and what the British foreign secretary had to say about NATO.

The Hookup ■ This is how the report on Laos got to Chambersburg: RPI correspondent Robert Elegant in Hong Kong got the story by telephone from a stringer in Laos. His report was carried via shortwave from Hong Kong to Singapore, to Karachi, to Paris, to London and then from London by undersea cable to RPI in New York. The report was taped and inserted into RPI's 4:05 p.m. report, which Chambersburg retaped and had ready to insert into its local newscasts.

While correspondent Elegant's report was coming in, several dozen others were trafficked into the New York distribution point. All had been edited in the field into capsule stories ready for insertion into local station newscasts—RPI does not file newscasts, it files only the news itself.

What the Station Gets ■ This is what the program engineer in Chambersburg taped at 4:05 last Tuesday: First he heard the voice of RPI's Irv Chapman in New York reading the "Billboard"—a list of the news that would follow in the afternoon transmission plus the time each item would take. The first four of that transmission's 20 items went like this:

"Cut No. 1. From the New York Stock Exchange, William McCreery reporting. 1 minute and 1 second. Today's Wall Street report.

"Cut No. 2. From Munich, Kenneth Russell reporting. 49 seconds. Radio Moscow announces guilty plea for U-2 Pilot Powers.

"Cut No. 3. From London, Noel Bernard reporting. 52 seconds. Belgium resents UN criticism.

"Cut No. 4. From Bonn, Omer Anderson reporting. 52 seconds. U.S. Army unit on maneuvers."

After RPI delivered its report, the subscribers took it from there. Editors at the individual stations determined which of the news elements they wanted to use, and when. They might have

Where They Stand ■ RPI General Manager Mike Minahan (l.) and President R. Peter Straus consider their voiced news service's progress across the map. There are now 52 pins representing RPI stations, including five in Canada and one on Swan Island, located in the Caribbean.

decided to use the Lyndon Johnson statement in connection with a wire report describing Senate action that day—or more likely in connection with another RPI report that afternoon which had Washington correspondent Frank Wilson describing the day's action. Whatever they used—or didn't—the choice was theirs. (RPI finds that subscribers, on the average, use 80 per cent of the items filed.)

Actuality Reports ■ Among the 20 reports RPI subscribers taped that afternoon were seven "actuality" reports —that is, the actual voices of the men who made that afternoon's news. In that particular transmission only one was from overseas (British Foreign Secretary Lord Home reaffirming Britain's allegiance to the NATO alliance.) Six others were from Washington, including Senators Goldwater, Mansfield, Johnson, Keating and Clark discussing Republican and Democratic maneuvers in the second day of the special Congressional session.

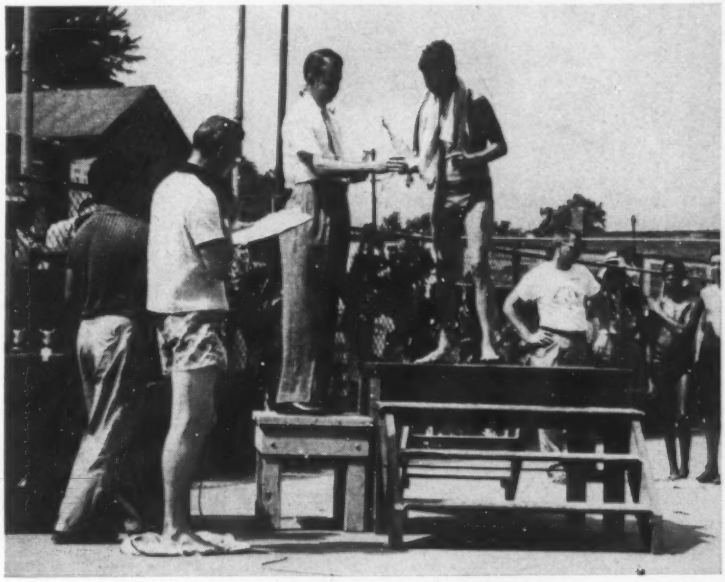
Actuality reports are a big part of RPI's budget. In July, 450 of the 1,044 news reports were actuality broadcasts. Over a period of time RPI says about 38% of its news budget consists of actuality.

What RPI Provides ■ To get this option on the news, subscribing stations pay RPI from $25 to $300 a week, depending on the station and the market, plus the line costs to bring in the reports. There are major market as well as smaller market stations on the RPI list, including such stations as WTOP Washington, WHDH Boston, WERE Cleveland, KMPC Los Angeles and KSFO San Francisco. Subscribers are guaranteed a minimum 100 news items a week —they regularly receive almost twice that many.

Most of RPI's subscribers in the east are connected via conventional "C" lines. A few—those farthest from New York—simply call in by telephone and take the reports on a "beeper" basis. The basic line contracts call for one hour each morning and one each afternoon seven days a week. At present there are no Saturday or Sunday morning feeds, but these will be added soon.

The recent resurgence of RPI can be traced in some part to one of Mr. Minahan's guiding principles—give the stations more than you're contractually obligated to, but don't promise them a minute more than you can deliver.

Thus RPI stations received 1,044 reports in July while they were guaranteed only 400-plus. They received nightly feeds on news from the poltitcal conventions in Los Angeles and Chicago in addition to regular coverage (paying extra phone costs, but no additional service charge). Also, beginning last Monday, RPI subscribers got a daily 1-minute Wall Street report they'd never been promised, plus a weekly 5-minute financial wrapup not in their contracts. On the days when President Eisenhower holds a news conference, subscribers get the complete tape in addition to the afternoon report.



Fun Show ■ A Saturday afternoon program, *Playground Champions*, a combination of both public service and children's programming, is a summer feature on KMTV (TV) Omaha, Neb. Now in its sixth year, the show features the finals of sports competitions (awards shown above) held in 97 playgrounds throughout Omaha, Council Bluffs, Iowa, and Lincoln, Neb.

Telecast from the KMTV studios, a different event is featured each week. Competition held during the week at the playgrounds narrows the field down to four finalists and these are the four which vie for the championship on tv.

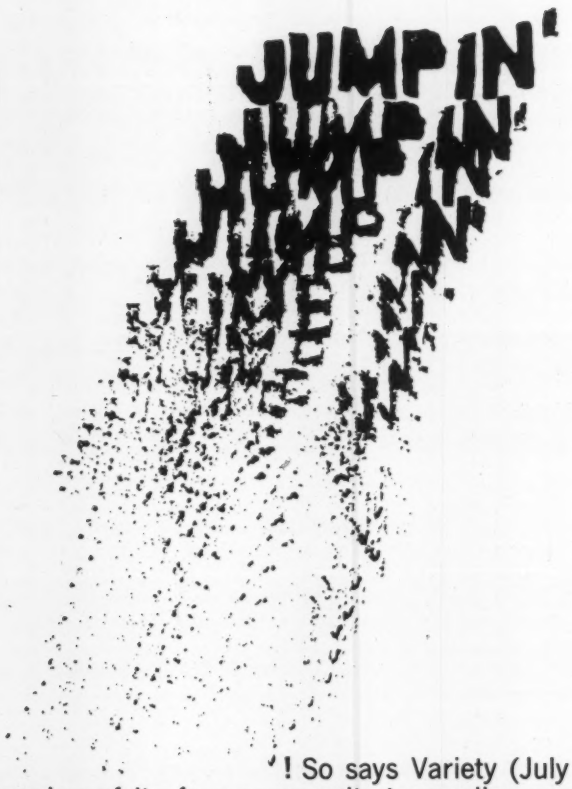
Bob Ackerman, a grade school principal who is director of summer playgrounds and mc of the show, says that the emphasis of the program is not on awards but on the spirit of competition.

How They Sell ■ Mr. Minahan has another rule in selling his RPI service: no audition tapes. If a prospective subscriber wants to hear what the news service delivers, he is welcome to call up and be plugged into the line. If he happens to call on a dull news day, "that's the breaks—the professional will know the score." For the most part this policy has been successful. Mr. Minahan can cite a number of instances when such a call was followed by a letter saying "send me the contract."

Besides the service itself, Mr. Minahan and R. Peter Straus, president of Straus Broadcasting and of RPI, both admit they have other things going for the organization. One is the basic need independent stations have for voiced news, accelerated by a "crisis climate" that is demanding increased station performance in the news and public affairs area. As Mr. Straus puts it, an independent station out to improve its news service "can add two guys at City Hall —but then what?" Another factor helping RPI get off the ground is the increased appetite for international news, making today's events in Brazzaville of acute interest to the citizens of Chambersburg. At least 30% of RPI's news file now is international.

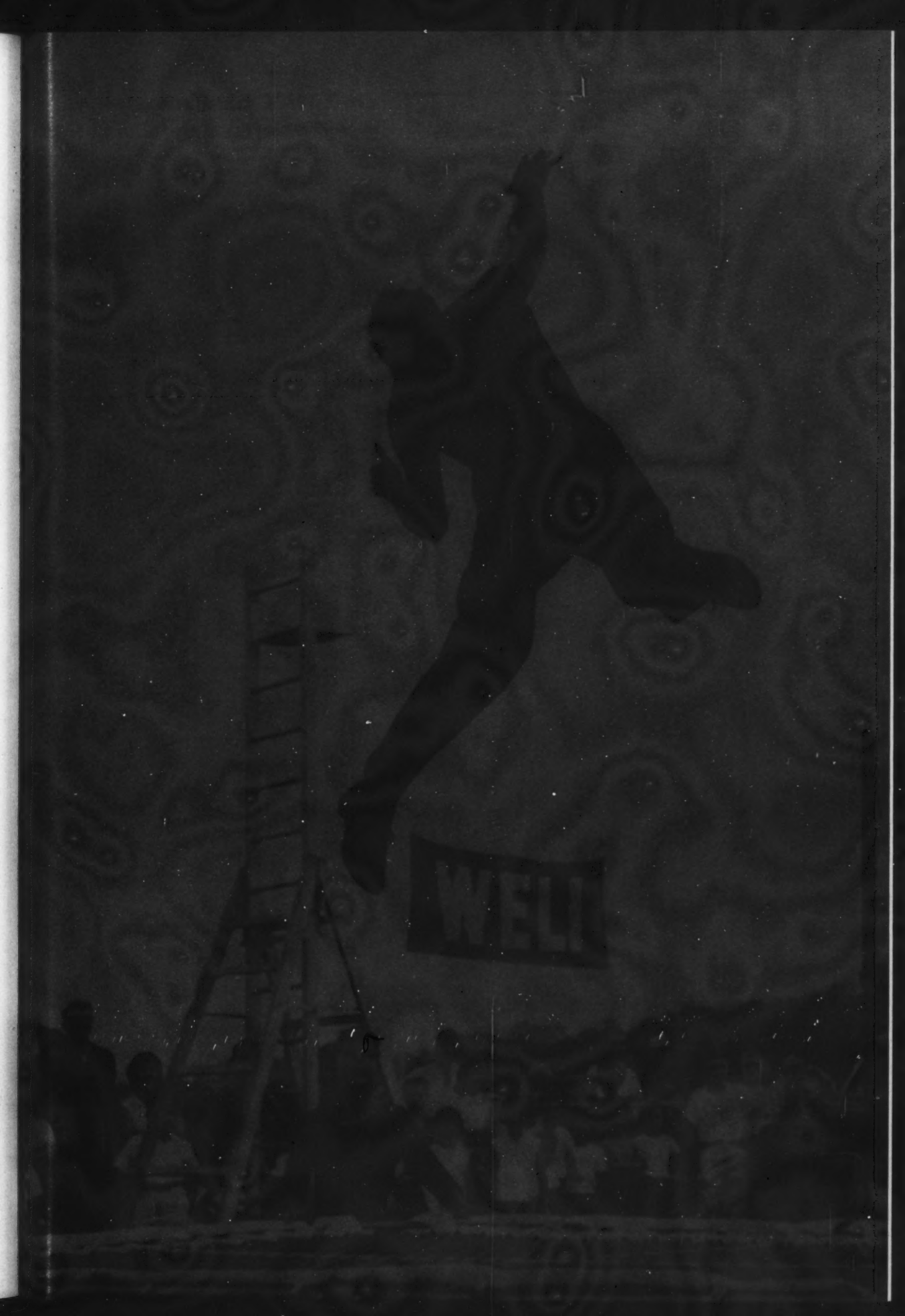
There are other ways for stations to get this news, but RPI feels it has peculiar advantages over other sources. There are conventional wire services, which most stations have, and there are radio networks, not available to all stations. RPI feels it outdoes the wire services on two counts: (1) It carries the actual sounds of the news, (2) whereas the local newsman or disc jockey can handle local news adequately, he can't speak with authority on national or international events. RPI sees its advantage over networks in that a subscribing station can get the news it needs without committing itself to program material it may not want.

Messrs. Straus and Minahan don't feel they've yet accomplished all they want to do. But they are certain they're on the right track, and that "if we fail, it will be because we fail—not because there isn't a need for the service.



RADIO SUBURBIA — IT'S **!** So says Variety (July 6, 1960, page 29), and so says WELI, at the opening of its free community trampoline center, just built by the station at its Radio Towers Park transmitter site in suburban Hamden, Conn. WELI's on the jump to keep pace with Connecticut's skyrocketing suburban population. WELI's full-throated 5000 watts comes in loud, clear, and welcome throughout **all** New Haven County, **all** Middlesex County, half of Fairfield and Hartford Counties—and Suffolk County, Long Island, too! Try BIG buy WELI—it's bigger than ever before! **WELI / 960 / 5000 watts / THE SOUND OF NEW HAVEN**

National: H-R Representatives, Inc.; Boston: Eckels & Company


WELT

WGAN RADIO

No. 1 IN MAINE

TOPS IN 25 OF 36 PERIODS*

Pulse Area Report (8 counties) June, 1960

• Covering over 60% of Maine's population, households, spendable income, retail sales.

WGAN 560kc • CBS in Portland, Maine

Represented by

AVERY-KNODEL, INC.

FOSTER and CREED (Regional)

NAFBRAT best show awards announced

National Assn. for Better Radio and Television chose *Small World,* CBS-TV, as the television program of the year for 1959, and *Ford Star Time,* NBC-TV, as the best new tv program of the year, the organization revealed last week in announcing its awards for outstanding programs on tv and radio.

Three special awards were made: for *Look Up and Live,* CBS-TV religious series; *Hidden Revolution,* CBS radio program, and to the Standard Oil Co. of New Jersey for sponsoring *Play of the Week* and for keeping its hands off the program content of this tv series.

Regular awards, made by NAFBRAT for 1959, included, for television: drama: *Hallmark Hall of Fame* (NBC); entertainment: *Bell Telephone Hour* (NBC); adventure and travel: *Bold Journey* (syndicated); family situation: *Father Knows Best* (CBS); comedy: *Art Carney Show* (NBC); education: *Our American Heritage* (NBC); news analysis: *Howard K. Smith* (CBS); interviews: *Small World* (CBS); popular music: *Perry Como's Music Hall* (NBC); classical music: *Leonard Bernstein & the New York Philharmonic* (CBS); public service: *Eye-Witness to History* (CBS); children's program: *Captain Kangaroo* (CBS); teenagers' program: *G.E. College Bowl* (CBS); daytime program: *Continental Classroom* (NBC).

For radio: entertainment: *Family Theater* (MBS); news: *Edward P. Morgan* (ABC); education and information: *Hidden Revolution* (CBS); music: *Metropolitan Opera* (CBS); children and teenagers: *College News Conference* (ABC); interviews and discussion: *Face the Nation* (CBS); daytime program: *Couple Next Door* (CBS); public service: *Image Series* (NBC); agriculture: *National Farm and Home Hour* (NBC).

$2 million studio planned in Phoenix

Phoenix Film Studios, which recently produced the theatrical film, "Four Fast Guns," in Phoenix, Ariz., is preparing to build a $2 million studio for theatrical and tv film production in a 40-acre lot eight miles north of Phoenix. The company, whose stock is owned by some 450 residents of Phoenix, plans to produce about eight or 10 pictures a year on its own and to invite independent producers to use its facilities.

Kenneth Altose, president of Phoenix Film, said that the first units to be constructed will be a 12,000-square-foot sound stage and associated build-

WE KNOW MORE

about them than anyone in America

AVAILABLE TO YOU:

According to Two Exclusive University Surveys—

TEXAS SOUTHERN UNIVERSITY, Houston, Texas . . . Study on Negro Motivation in Black and White by Professor H. A. Bullock

TULANE UNIVERSITY . . . A Restudy of Negroes in New Orleans from 1938 up to now.

PLUS

10 years of intensive effort and experience in selling to the Negro Market by the OK Group.

The Largest and Oldest Negro Radio Group with a tested and proven format.

Successful selling for outstanding National, Regional and local advertisers.

PLUS

The Most extensive and intensive promotion and merchandising program for advertisers in Negro Radio America.

YOU SHOULD KNOW

in Negro New Orleans

WBOK IS FIRST

according to two surveys

Negro Hooper Jan. to May, 1960	7:00 A.M. to 12:00 M.	12:00 M. to 6:00 P.M.
WBOK	32.9	31.3
Other	25.4	28.5
Negro Conlan June, 1960	7:00 A.M. to 12:00 M.	12:00 M. to 6:00 P.M.
WBOK	34.6	30.3
Other	15.6	21.4

In Negro Houston

KYOK IS FIRST

Negro Hooper Jan. to June, 1960	7:00 A.M. to 12:00 M.	12:00 M. to 6:00 P.M.
KYOK	36.7	50.8
Other	24.3	15.9
Negro Conlan June, 1960	7:00 A.M. to 12:00 M.	12:00 M. to 6:00 P.M.
KYOK	32.2	41.5
Other	16.6	12.6

On the Gold Coast of the Gulf Coast

THE OK GROUP

is the Group Buy with the Lowest Cost reaching 1,500,000 Negroes

One Buy—One Bill—Group Discounts for Multiple Station Buys

the OK Groups

Call Bernard Howard & Co., Inc. National Reps.

WBOK NEW ORLEANS · KYOK HOUSTON · WXOK BATON ROUGE · KAOK LAKE CHARLES · WLOK MEMPHIS · WGOK MOBILE

LONG ISLAND IS A MAJOR MARKET!

WHLI

THE VOICE OF LONG ISLAND

THE GREATER
LONG ISLAND MARKET
(Nassau-Suffolk)

MORE FOOD
IS SOLD
ON
LONG ISLAND
THAN IN
PHILADELPHIA,
PEORIA AND
PENSACOLA...
PUT TOGETHER!

$704,995,000
(Sales Mkt.)

WHLI

Dominates the Major Long Island Market (Nassau) ... Delivers MORE Daytime Audience than any other Network or Independent Station! (Pulse)

10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of Long Island

Represented by Gill-Perna

ings, all air conditioned to permit shooting through the summer. "We are convinced that we can cut the costs of film-making by producing in Phoenix," he said.

Jules Schwartz, executive director and general business manager of PFS, who is also president of Beverly Hills Enterprises, will direct operations from Los Angeles offices at 155 N. La Peer Dr.

TV CULTURE
Hausman says quality shows on tv plentiful

There's more cultural programming on television than you think—and viewers ought to take advantage of it.

That was the message delivered to educators last week by Louis Hausman, director of the Television Information Office. Speaking Tuesday at a week-long educational television workshop at Western Michigan U. in Kalamazoo, Mr. Hausman maintained that if television has a problem in this respect it is "hardly one of paucity, but rather of an embarrassment of riches."

He supported his contention with a list of tv productions of literary classics, biographies, music programs and world news actualities. In addition, he struck out at "the oft-repeated allegation that nighttime television is nothing but mischief, mayhem and murder". During a typical week, he said, 95% of evening time in markets served by all three networks presented viewers an alternative to westerns, mysteries or adventures. Moreover, he continued, during 42% of the time "the alternatives would have included general drama, special music, sports and public affairs programs—that is, something other than comedy, variety, panel or audience participation shows."

Educators, Mr. Hausman said, "have a responsibility to approach television positively; the viewer, to become informed with respect to the medium and to make some effort to understand what makes it run. Out of such understanding grows intelligently critical evaluation which cannot fail to improve the uses to which television is put in informing and educating the public . . . As you and your families and your students do more discriminating television viewing, as you demonstrate that there is an effective demand for the best of what television has to offer, there will be more of the best to see."

Promoting Quality ■ He outlined projects in which stations cooperatively are promoting the quality programming on their schedules, and also reported on two TIO programs designed to help teachers use television more effectively.

One is a resources book being prepared by a committee of the National Council of Teachers of English, which is designed "to help teachers understand television as a communications medium and as an art form, as well as provide suggestions on how they can make use of what is available in English literature and language arts classes." This book is to be published this fall and distributed to the 60,000 members of NCTE.

A second project being promoted by TIO is a 15-week course for teachers, "Television In Today's World," to be conducted next spring in cooperation with the New York City Board of Education. The course is planned as a pilot project which subsequently can be given by local broadcasters in other cities.

Questions answered in pay tv booklet

The questions most frequently asked by potential viewers about pay tv are answered in a new booklet published by Hartford Phonevision Co.

The questions range from "What is subscription tv?" to "Will there be advertising on subscription tv programs?" The answer to the latter question, as published by the RKO General subsidiary, is "definitely not."

All together, 18 questions are answered by the firm which proposes to institute pay tv on WHCT (TV) Hartford, Conn. (BROADCASTING, June 27). The booklet stated that arrangements are now being considered by Hollywood's stop studios for bringing to Hartford pay tv the best of new motion pictures . . . feature films of the calibre of *Ben Hur*, *Can-Can* and *From the Terrace*.

The brochure also explains costs to the viewer of pay tv and notes that only a few 'unique attractions" might run above $1.50 per showing.

444
MADISON AVENUE
Office For Rent

300 square feet with private entrance available in Tower of Premium Building.

This space divided into two offices.

CALL:

PLAZA 5-9236

FILMS...RECORDS...TAPES...SCRIPTS

SHIPMENTS ARRIVE SAME DAY!

Don't miss air-dates! Remember: it's there in hours ...and costs you less...when you ship by Greyhound Package Express! Even packages going hundreds of miles can arrive *the same day they're sent!*

Whatever the destination of your shipment, chances are, a Greyhound is going there anyway... *right to the center of town.* Greyhound travels *over a million miles a day!* No other public transportation goes to so many places–so often.

You can ship anytime. Your packages go on regular Greyhound passenger buses. Greyhound Package Express operates twenty-four hours a day...seven days a week...*including weekends and holidays.* What's more, you can send C.O.D., Collect, Prepaid ...or open a charge account.

SEND THIS COUPON NOW! IT CAN SAVE YOU TIME AND MONEY!

GREYHOUND PACKAGE EXPRESS
DEPT. 8H, 140 S. DEARBORN ST., CHICAGO 3, ILLINOIS

Gentlemen: Please send us complete information on Greyhound Package Express service... including rates and routes. We understand that our company assumes no cost or obligation.

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE ___ STATE _____

IT'S THERE IN HOURS...AND COSTS YOU LESS!

SO YOU CAN'T GET OPERA AT 4 A.M.

But tv's overall balance is good, according to Jesuit's survey

Critics of tv linger long on three popular notes in their lament on programming: quality is low, there is an excess of westerns and other program stereotypes, the little better tv programming that does exist is relegated to periods when audiences are low.

But are these complaints justified?

No, according to an inventory of tv programs in Los Angeles compiled by the Rev. James A. Brown, S.J., and reported in a term paper for a seminar in the analysis of telecommunications content at the U. of Southern California. First, Father Brown set up 17 program categories, including drama, which he subdivided into six kinds of tv dramatic shows, and comedy, which he broke down into three subclasses. Next, he tabulated all tv programming of the seven Los Angeles stations during the week of April 30-May 6, using the regional edition of *TV Guide* as his source.

The findings:

■ Virtually every conceivable kind of tv program is seen in Los Angeles.

■ More than half of all program time is given over to dramatic programs, with Westerns far from dominating the scene and, in fact, ranking lower than comedy in amount of broadcast time.

■ News, special events, public issue and institutional programs and those providing general information add up to 14% of all air time;

■ Children's programs get 6.7% of the total.

While proving that Los Angeles television offers better as well as inferior programs for public viewing, that tabulation of absolute program time (measured by quarter-hour program units), left unanswered the assertion that few of the good programs ever get aired in prime time. So Father Brown made a second tabulation, this time weighting the program units in accordance with the sets-in-use at their time of broadcast according to Nielsen data. Programs broadcast in "A" time, when sets-in-use were at the 50%-70% level, were given four units each; programs in "B" time (35%-50%) got three units apiece; "C" time (20%-35%) programs got two units and "D" time (0%-20%) one unit.

Again the facts confounded the critics. The alleged concentration of Westerns in prime time was simply not there. Westerns occupied 8.1% of the total broadcast time measured by absolute clock quarter-hours. When they were weighted in accordance with the audience value of their time of broadcast, they accounted for 8.5%, a rise of only 0.4% of the total. This was true of practically every program type; they all came out at just about the same percentage point in the weighted table as in the absolute time table.

The two types of program with the widest difference were news and sports coverage. Both are aimed (at least in part) at adult males; both are broadcast at times when adult males are most apt to be at home and available for watching television; both increased their standing in the weighted table over their absolute percent. News part of the total rose from 4.7% of the absolute time to 5.6% of the weighted program units. Sports telecasts rose from 2.5% to 4.4%.

What are the Implications? ■ According to Father Brown, these findings imply that "stations do provide a reasonably good service of programming, designed to satisfy most of the people most of the time—not necessarily at the *same* time, but through many periods of the broadcast day."

With the finding that the criticized programs, especially Westerns, do not actually take up anything like the amount of time the critics allege, Father Brown finds the implication that "possibly the viewers of Westerns actively seek out such programs wherever they are scheduled in the broadcast day. Complaints against this type of programs are perhaps voiced by the more vocal critics whose very complaining renders the Westerns odious by association with the repetitious criticism."

Since all types of programs are found throughout the entire broadcast day, the implication is that "broadcasters are rendering a reasonably diversified service in the 'public interest, convenience and necessity'. . . . It seems proper, therefore, to demand that the audience exercise a positive critical faculty by (a) taking the trouble to learn when desirable programs are being broadcast and (b) selecting the specific programs which they consider more valuable or rewarding or legitimately entertaining."

The study also compares live programming with filmed programs and the 1960 Los Angeles data with facts about tv programming collected in other years and other cities.

Something for everybody at all times

Program Categories	Quarter-hour Program Units Absolute	%	Weighted	%
News Reports	157	4.7	373	5.6
Special Events	23	0.7	50	0.8
Public Issues	45½	1.3	121½	1.8
Public Institutional	44½	1.3	63	1.0
General Information	198½	6.0	349½	5.3
Religion	54½	1.6	63	1.0
Drama (total)	1779½	53.7	3581	54.2
Domestic	58	1.7	72	1.1
Crime/Action	608½	18.4	1371	20.7
Western	270	8.1	564	8.5
Comedy	360	10.9	704	10.7
"Classics"	80	2.4	168	2.5
Other	393	11.9	696	10.5
Music	103	3.1	219	3.3
Variety-Comedy	87	2.6	207	3.1
Variety-Music	87	2.6	183	2.8
Personalities	88	2.6	148	2.2
Quizzes, Games, Contests	119	3.6	170	2.6
Sports News, Interviews	37½	1.1	117	1.8
Sports Events Coverage	85	2.5	294	4.4
Domestic	47	1.4	71	1.1
Children's Programs (total)	224	6.7	393	5.9
Information-Instruction	23	0.7	23	0.3
Pre-schools Entertainment	31	0.9	31	0.5
Other, including Cartoons	170	5.1	339	5.1
Miscellaneous	137	4.0	213	3.2
Totals	3307*	99.5	6609**	99.9

* Actual quarter-hour program units
** Weighted quarter-hour program units on basis of Nielsen audience data

■ Film sales

Greatest Headlines of the Century (Official)

Sold to KONA (TV) Honolulu; WSBT-TV South Bend, Ind.; KOLO-TV Reno; WGAN-TV Portland, Me., and WAST (TV) Albany, N.Y.

Now in **48** markets.

R.C.M.P. (California National Productions)

Sold to Westinghouse, Crosley, Transcontinent and Metropolitan Broadcasting groups; WGN-TV Chicago; WBAL-TV Baltimore; WLWT (TV) Cincinnati; KYW-TV Cleveland; WVEC (TV) Norfolk; WLWA-TV Atlanta; WLBW-TV Miami, and WFIE-TV Evansville.

Now in **71** markets.

Stage 7 (Independent Television Corp.)

Sold to Marine Midland Bank for

Why did Milt Caniff sketch this portrait of the Early Worm?

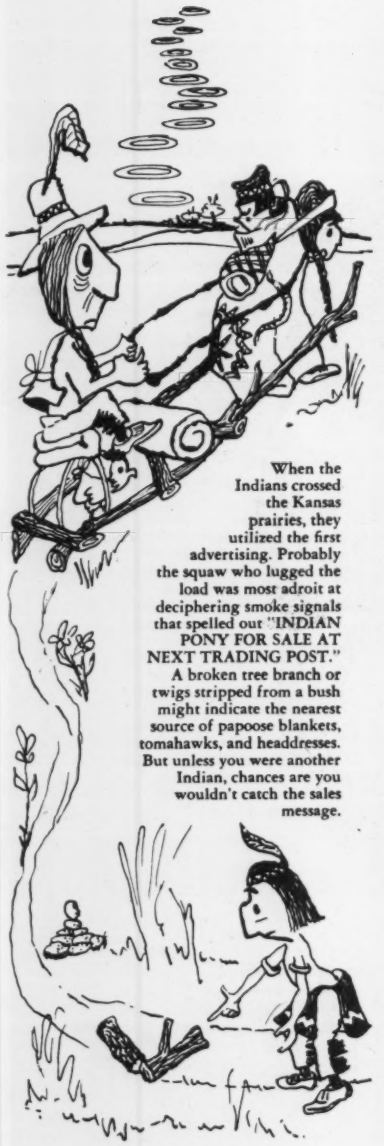
Nearly everyone in Central Ohio has a special fondness for the Early Worm. This month, his 20th anniversary on WBNS Radio, Milton Caniff speaks for all of us when he pens this salute, "Congratulations from an old friend."

The Early Worm (Mr. Irwin Johnson) has been mixing good talk and good music to get Central Ohio up on the right side of the bed ever since he left OSU's French department. That was 22,775 broadcast hours, 341,625 records and 150,000 public service announcements ago.

Irwin's community responsibility has never ended when he signed off the air. Even though he broadcasts nearly 30 hours each week, he has found time for more than 1,000 public appearances, most of them for charity, and his civic participations range from Columbus Boys Club to the Humane Society. Scores of awards have come to him from his own profession, including *Billboard, Downbeat, Radio-TV Mirror* and *Who's Who in Radio-TV*.

Listeners love him, sponsors stand in line to buy his show, and we're proud to have him aboard.

WBNS RADIO · COLUMBUS, OHIO


When the Indians crossed the Kansas prairies, they utilized the first advertising. Probably the squaw who lugged the load was most adroit at deciphering smoke signals that spelled out "INDIAN PONY FOR SALE AT NEXT TRADING POST." A broken tree branch or twigs stripped from a bush might indicate the nearest source of papoose blankets, tomahawks, and headdresses. But unless you were another Indian, chances are you wouldn't catch the sales message.
Totem Poles gave way to transmitting towers . . . and Kansas prairies today are being crossed by the KTVH television signal, beaming messages that spell GOODS and SERVICES to customers and WAMPUM for producers and manufacturers. And you don't have to be an Indian to understand the language. When you buy KTVH, your message reaches prospective customers in the heart of the oil, cattle, agriculture, and aircraft production area. To sell this scalp-tingling Kansas Market, buy KTVH with unduplicated CBS-TV coverage in Wichita and 14 other important Kansas Communities.
BLAIR TELEVISION ASSOCIATES
National Representatives
CBS
KTVH
KANSAS
WICHITA AND HUTCHINSON

WBEN-TV Buffalo, N.Y., and to WNBC-TV New York.

Now in **148** markets.

The Four Just Men (Independent Television Corp.)

Sold to Drewry's Beer for stations in Chicago; Detroit; Toledo; Cedar Rapids; Evansville; Indianapolis-Bloomington; Cadillac; Flint; Kalamazoo; Lansing; Marquette; Rock Island; South Bend, and Terre Haute.

Now in **159** markets.

Cannonball (Independent Television Corp.)

Sold to KPHO-TV Phoenix; KOVR (TV) Stockton, Calif.; WJW-TV Cleveland; WJTV (TV) Jackson, Miss.

Now in **109** markets.

Best of the Post (Independent Television Corp.)

Sold in New York; Los Angeles; Philadelphia; Detroit; San Francisco; Buffalo; Cincinnati; Seattle; Atlanta; Miami; Denver; Portland; Dayton; Tampa-St. Petersburg; Columbus; New Haven-Hartford, and Phoenix.

Now in **71** markets.

Jeff's Collie (Independent Television Corp.)

Sold to WFBC-TV Greenville, S.C.; WGAN-TV Portland, Me.; WISC-TV Madison, Wis.; WJTV (TV) Jackson, Miss., and WGEM-TV Quincy, Ill.

Now in **170** markets.

Susie (Independent Television Corp.)

Sold to WBKB (TV) Chicago; WNHC-TV New Haven-Hartford; WSUN-TV St. Petersburg; WDBO-TV Orlando, Fla.; WFRV (TV) Green Bay, and KATV (TV) Ketchikan, Alaska.

United Artists Features

"UA 65" package sold to KRIS-TV Corpus Christi; WINK-TV Ft. Myers, Fla.; WHBF-TV Rock Island, Ill., and WTOC-TV Savannah, Ga. "UA 52" sold to KRIS-TV Corpus Christi; KGNS-TV Laredo; KLRJ-TV Las Vegas; WTVJ (TV) Miami; WJHG-TV Panama City, Fla.; WTVH (TV) Peoria, Ill., and WTOC-TV Savannah. "UA 39" features went to WVUE (TV) New Orleans, WTOC-TV Savannah. "Lucky 7" to KRIS-TV Corpus Christi; KHVH-TV Honolulu; WINK-TV Ft. Myers; WTVJ (TV) Miami; WTOC-TV Savannah, and KOTV (TV) Tulsa. "United Artists post-'48's" were sold to WNEW-TV and WOR-TV both New York, and WPTV (TV) Palm Beach, Fla.

Interpol Calling (Independent Television Corp.)

Sold to KMJ-TV Fresno; KOVR (TV) Stockton, and WSAV-TV Savannah.

ABC RADIO Affiliate meetings to get program plans

Programming plans for "the new ABC Radio," which won the endorsement of key affiliates two months ago (BROADCASTING, June 27), will be submitted to all affiliates of the network in four regional meetings starting next Monday (Aug. 22) in New York.

The other one-day meetings will be held Aug. 24 at the Sheraton-Charles Hotel in New Orleans; Aug. 26 at the Executive House in Chicago and Aug. 29 at the Fairmont Hotel in San Francisco. The New York meeting will be held at the Plaza Hotel. Officials said 90% of the affiliates had indicated they would attend one or more of the sessions.

Robert Pauley, ABC vice president in charge of the radio network, said the meetings would consider not only new program plans but also "the firm, new direction being taken by the network in other areas."

New program plans, submitted to the network's Select Affiliates Committee in June, included a 55-minute across-the-board daytime program called *Flair*, which would mix popular music recordings and short features and has been tentatively set to start Oct. 3 in the 1:55 p.m. spot; extension of five-minute newscasts at 55 minutes past the hour to an every-hour basis; increased emphasis on sports and greater use of the morning *Breakfast Club* program as a showcase for new talent. The network's new programming policy is to aim primarily at the young adult and especially the young housewife audience.

Mr. Pauley will head the ABC Radio delegation at the regional meetings. He will be accompanied by James Duffy, national sales director; William T. Rafael, national program director; Earl Millin, national director of station relations; Frank Atkinson, manager of station relations, and Jack Mann, director of sales development and program coordination.

■ Program notes

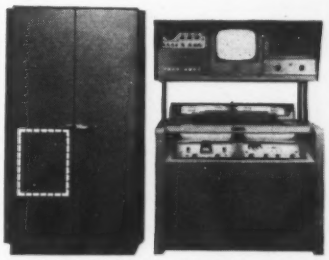
Europe beckons ■ National Educational Television & Radio Center, N.Y., in association with WGBH-TV Boston, will produce two tv programs in Europe next month, the first overseas-produced program in NET's eight-year history, it was announced. First two programs in Mrs. Eleanor Roosevelt's *Prospect of Mankind* series, will be video taped at BBC studios in London, where guests Bertrand Russell and Hugh Gaitskell will describe "the British attitude towards Communism." The second hour-long, monthly pro-

INTER-SYNC*

TELEVISION SIGNAL SYNCHRONIZER

HOW TO GET MORE FROM YOUR AMPEX VTR

Ampex provides the perfect answer . . . **Inter-Sync!** Now a VTR with **Inter-Sync** becomes a smooth part of your production team. Use it in production as you would a camera, a film chain . . . or any picture source. **Inter-Sync** locks the VTR to station sync . . . electronically synchronizes the recorder with *any signal source* – live, film, network or slides. Here's what you can do –



Dotted lines indicate position of **Inter-Sync** in the electronics rack of the **Videotape*** Television Recorder.

ONE RECORDER? With a furniture store account, for example, pretape a series right in your studio showing the new fall line. Loan company: tape a location shot of "customer" borrowing cash. Real estate: tape a tour through a new, development home. *Then,* during playback with **Inter-Sync,** you can wipe from tape to price slide – or lap dissolve to live announcer. No more dead air! No roll over!

Inter-Sync lets you "host" the late-late movie – and reruns – with sm-o-o-th lap-dissolve transitions between the film and your announcer on tape. No loss of mood – no abrupt changes.

TWO RECORDERS? Mix live or film with tape using key wipes or dissolves, then record on second unit. Use dissolves or special wipes between playback of two tapes. Take it from there . . .

THREE RECORDERS? Comfortable transitions are difficult to anticipate in production. Add them later – at your leisure – with **Inter-Sync!** Record each production segment on tape; then put one segment on one VTR . . . another segment on second VTR. Lap dissolve for smooth transition and record on No. 3.

But these are just a few ideas . . . drop us a line and we'll supply complete details on *all* the marvels of **Inter-Sync.** This important optional feature is only one example of the continuing flow of major new developments you can always expect from *Ampex – the Jack-of-one-trade . . . tape recorders.*

FOR ENGINEERS ONLY:

This Ampex Model 1020 synchronizer provides both horizontal and vertical locking (line-by-line and frame-by-frame). The speed of the two-way locking process is particularly noteworthy: a total of approximately 3½ seconds, well within the 5-second roll-in time most stations use. Vertical framing is speeded up by first using the sync pulses off the tape control track to reference to outside sync (subsequently switching to the actual vertical sync pulse). The capstan servo system resolves the inside and outside sync by smoothly adjusting the tape speed. Horizontal line-by-line locking is accomplished by precise readjustment of the head drum speed about every 5 degrees of rotation. Since the head drum rotates at 14,400 rpm, this means speed adjustments are made 945,000 times a minute. A unique drum servo system with push-pull action acts through the head drum motor with almost instantaneous results. Send for a 12-page Engineering Department Bulletin for complete details.

Ampex tapes are made and played around the world

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VIDEO PRODUCTS DIVISION - **AMPEX PROFESSIONAL PRODUCTS COMPANY**
934 Charter Street, Redwood City, California

*TM AMPEX CORP.

gram, entitled "The European Common Market," will be produced in Paris Sept. 13 or 14. Video tapes will be flown to NET's tape duplication facilities at Ann Arbor, Mich., and stations will begin airing this year's series of 10 *Mankind* shows the week of Sept. 25.

Labor on Labor Day ■ A special half-hour documentary film on the history of the labor movement, produced at the expense of the AFL-CIO, will be presented on ABC-TV at 5-5:30 p.m. EDT Sept. 4, the day before Labor Day. Titled "Land of Promise," the film has been produced by Joel O'Brien Productions, New York, and stars Melvyn Douglas. George Meaney, AFL-CIO president, said the network was presenting it as a public service.

Stern's sports ■ *Portraits and Profiles*, a new sports show for radio, will be produced and distributed by Program Sales Inc., N.Y. The series, which stars Bill Stern, consists of 130 five-minute episodes. The spots will feature stories behind famous sports personalities and events of the last forty years.

SAN DIEGO 20th CALIFORNIA

San Diego County last year had a net effective buying income of $2,106,045,000*. That total placed the market 20th among the nation's 200 leading counties.

San Diegans shop first in the advertising columns of their two metropolitan newspapers:

The San Diego Union
EVENING TRIBUNE

*COPYRIGHT 1960 SALES MANAGEMENT "SURVEY OF BUYING POWER"

"The Ring of Truth" Copley Newspapers

15 HOMETOWN DAILY NEWSPAPERS COVERING SAN DIEGO, CALIFORNIA • GREATER LOS ANGELES – SPRINGFIELD, ILLINOIS – AND NORTHERN ILLINOIS. SERVED BY THE COPLEY-WASHINGTON BUREAU AND THE COPLEY NEWS SERVICE.
REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

Otto predicts ■ Don Lasser of WICH Norwich, Conn., has announced that *The Otto Graham Show* will be distributed nationally for the second consecutive year. Coach Graham predicts the outcome of top college and professional football games during the course of the 13-week taped series which runs Sept. 12 through Dec. 5. There are two versions available: a weekly quarter-hour set for three-minute local participations; and six weekly 60-second spots. The show has already been sold for the 1960 football season in over 100 exclusive markets.

Time for Astaire ■ NBC-TV has scheduled the all-new full-hour Fred Astaire show, *Astaire Time*, for Sept. 28 (Wed. 10-11 p.m. EDT). Also appearing in the show will be Barrie Chase, David Rose and his orchestra, jazz leader Count Basie, and other personalities to be announced. Chrysler Corp., via Leo Burnett Co., Chicago, will sponsor. Mr. Astaire's two previous award-winning tv programs also were presented by Chrysler.

TV cartoons ■ Bray Studios Inc. and Durham Telefilms Inc., both New York, announced jointly last week their organizations have joined forces to lease to tv stations the Bray Library of Cartoons, consisting of almost 100 black and white sound shorts which have not been seen on tv in about four years. In addition, Bray and Durham plan to produce a minimum of 100 new color cartoons beginning early next year.

Investment news ■ Radio Press International, N.Y., voice news service, has announced the addition of a daily stock market report direct from the New York Stock Exchange. The new RPI financial service includes a weekly five-minute roundup program for weekend broadcast. Both programs are prepared in cooperation with the New York Stock Exchange.

Pro team on tv ■ Sports Network Inc., N.Y., which last fall had a lineup of 85 tv stations for its coverage of all games in the Cleveland Browns pro football schedule, has announced plans to televise the team's 1960 schedule on a minimum 25-station network, consisting of stations in Ohio, Indiana, Kentucky, West Virginia, western Pennsylvania and the Northeast region of the U.S.

Heart study ■ Metropolitan Broadcasting Corp.'s WNEW-TV New York is planning a public service series of hour-long medical documentaries, the first of which will be offered next Sunday (Aug. 21, 9-10 p.m. EDT). Entitled "A Question of Life," the series opener features two heart specialists who will present answers to some 25

CAN PUBLIC SERVICE BE COMMERCIAL?

We think so! DATELINE SHREVEPORT, a station-produced public-service program that focuses attention on local current events and happenings of interest in the area, *has been commercial for two years!* Following the Early Edition News, DATELINE SHREVEPORT is KSLA-TV's *"feature page"* complementing our regular news coverage with items of current interest to our viewers.

This "commercial" public service program has gained the confidence and loyalty of viewers that is reflected in the ratings as well as the results advertisers tell us they get.

DATELINE SHREVEPORT is just part of KSLA-TV's successful six years of continually building a better medium for a continuously growing audience. *Harrington, Righter & Parsons, Inc.,* can fill you in on all the *dynamic* details . . . including ratings!

KSLA TV
CBS
channel 12 shreveport, la.

specific questions concerning the causes, symptoms and methods of preventing heart disease. The telecast is in association with the National Health Education Committee. A second program, on mental health, has been completed but no broadcast date has been set.

Triple play ■ WCAE Pittsburgh, last week became a fulltime 24-hour-per-day operation with a new music and news format. News coverage has been expanded to include 10-minute newscasts on the hour, every hour, in addition to Commentator John B. Hughes' thrice-daily analyses and regularly scheduled news roundups. "Quality sound" music will be presented and classical music programs now heard on WCAE will be retained.

Longer version ■ A new 30-minute version of the Sacred Heart radio program, which is now broadcast in its 15-minute form over 1,019 stations throughout the world, is being offered stations for once-weekly scheduling. The taped program includes 10-minute doctrinal talks by diocesan priests or members of an order, short prayers and a number of musical selections. Stations interested in audition tapes or literature should write to Sacred Heart Program headquarters, 3900 Westminster Place, St. Louis 8, Mo.

'MacBeth' set ■ The two-hour color film of "MacBeth," shot on location in Scotland and England this summer, will be seen on NBC-TV's *Hallmark Hall of Fame,* Nov. 20 (Sun. 6-8 p.m. EST). Producer-Director George Schaefer completed the film in 40 days of shooting at Hermitage Castle, Scotland, and at Elstree Studios in London. Maurice Evans and Dame Judith Anderson star in the Shakespeare classic.

THE MEDIA

JERROLD UNLOADS CATV SYSTEMS

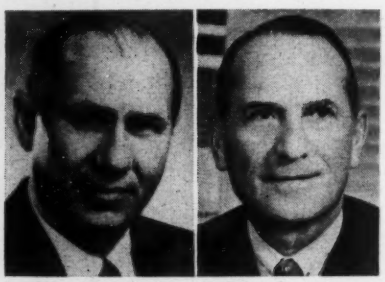
H&B American Corp. purchases all nine of them for $5 million

The burgeoning community antenna industry has a new multiple owner—the $9 million H&B American Corp., Los Angeles company in the home building and steel forging business.

H&B paid $5 million for the nine catv systems owned by Jerrold Electronics Corp., Philadelphia, it was announced last week.

Changing ownership were the following catv systems, serving an estimated 31,000 subscribers:

Ukiah, Calif.; Ventnor, N.J.; Flagstaff, Ariz.; Pocatello, Idaho; Dubuque, Iowa; Florence, Ala., and Richland, Walla Walla and Wenatchee, Wash.



MR. BRIGHT MR. GLETT

Included in the sale were two microwave systems—one under construction to bring New York City signals to Ventnor; the other bringing Spokane tv programs to Walla Walla. These two transfers must receive FCC approval.

Concurrently, the organization of Transcontinent Communications System was announced. This is a wholly owned subsidiary of H&B for the purpose of entering the electronics communications field, David E. Bright, H&B board chairman and chief executive officer, announced.

Glett is President ■ Mr. Bright also reported the election of tv pioneer Charles L. Glett as president of H&B and of the communications subsidiary. Mr. Glett until June was vice president of National Theatres and Television Inc. in charge of NTT's tv operations. NTT owns WNTA-AM-FM-TV New York and until last month WDAF-AM-FM-TV Kansas City, Mo. It also owns a community cable company in Williamsport, Pa.

Mr. Glett was vice president of CBS Television in charge of west coast operations; vice president of Don Lee in charge of television; executive vice president of RKO Teleradio Pictures (now RKO General Inc.) and general manager for production and studio operations for movie-maker David O. Selznick.

Mr. Bright stated that TCS will be the instrument through which H&B will diversify into all phases of electronic communications including television, radio, space communications and catvs.

H&B is a publicly held company and is listed on the American Stock Exchange. It closed at 2¾ on Wednesday.

The company owns the General Trading Co., St. Paul; Quick-Way Truck Shovel Co., Denver, in a joint venture with Fairbanks-Whitney, and Big Boy Manufacturing Co., Los Angeles. It is heavily engaged in home building and steel forging.

H&B was founded in 1956 and was primarily engaged in the manufacture and distribution of aircraft parts. In 1957 it acquired Big Boy Manufacturing Co., which makes barbeque equipment and accessories as well as fuel for barbeques.

In June 1959, U.S. Chemical Milling Corp. bought the aircraft division of H&B American Corporation.

In 1959 H&B acquired General Trading Co. and Quick-Way Truck Shovel Co. General Trading distributes automotive supplies and heavy hardware in the North Central states. Quick-Way manufactures and distributes heavy earth-moving machinery on an international scope.

Consolidated net earnings for the fiscal year ending July 31, 1959 were $148,053. For first six months of 1960 it reported a deficit of $217,440.

Stockholders Must Approve ■ The sale of the nine Jerrold-owned catv systems is subject to stockholder approval, Milton J. Shapp, Jerrold president, stated.

The sale is not related in any way to the recent antitrust decision, a Jerrold spokesman said. Under the decision, issued by Philadelphia Federal Judge Francis L. Van Dusen last month, Jerrold was forbidden to acquire new catv systems without court approval, but the government's request that Jerrold be forced to divest itself of its catv operations was denied (BROADCASTING, August 1).

Mr. Shapp stated that Jerrold will apply the $5 million from the sale of its community systems to an expansion program which contemplates the acquisition of community cable, test equipment and communications companies.

Jerrold was established in 1949 and is a principal manufacturer of catv equipment. It acquired its first cable companies in 1955 when it bought the Ukiah, Calif., and the Key West, Fla., systems. It sold the Key West system in 1959, realizing $284,000 profit on the transaction. The sale to H&B disposes of its remaining holdings in catv companies.

WILLIAM ALLEN WHITE
would have relished running station WPTR

The sage of Emporia was one of the heroes who made communications what it is today. He'd have relished running WPTR.

Its informal, individualistic spirit, its up and go, its entire modus operendi would have suited him to a T. Like White, WPTR believes that the primary function of any media of communications is to communicate. That's why (tho music is an integral part of our programming) news comes first.

To cover the news WPTR receives reports from correspondents around the world. The amount of contributors is fantastic—almost a million! At the local level 5 mobile units work round the clock. When it's helpful there's even a helicopter available which broadcasts traffic and highway road conditions and covers other important events. The quality of this news is evident 48 times a day. That's how often newscasts are scheduled. News in depth is on the hour. Commentary—at least 12 times a day. Editorials when necessary.

When you couple this with a public service drive for every worthwhile cause that comes along, you've got responsible broadcasting at its very best. And from an advertising standpoint —responsive listenership second to none in this 2,000,000 plus market.

Perhaps that's why local sponsors give it more advertising than the next three stations combined—and why it carries more total advertising than the next two put together. Represented nationally by Robert E. Eastman & Co. In New England—by Foster & Creed.

WPEOPLE TR 50,000 WATTS
ALBANY-TROY-SCHENECTADY
Duncan Mounsey, Exec. V.P.—A division of SCHINE ENTERPRISES.

WORLD MUSIC FESTIVALS

Radio's grand tour of festivals here and abroad continues the CBS Radio Network commitment to great music through the summer months. Now in its fifth season, the series takes listeners to Salzburg, Bergen, Bayreuth and many other notable gatherings of the world's foremost musicians. In all radio, the World Music Festivals are the kind of company you keep...

ONLY ON CBS RADIO

CBS INC.'S UPS AND DOWNS

Sales ahead of 1959 but earnings slump

CBS Inc.'s sales were up but earnings during the first half of the year were down compared to the same six months of 1959.

CBS Board Chairman William S. Paley last week reported consolidated net income for the first six months was $12,669,169 this year, against $13,318,871 last year; sales totaled $231.8 million as against $215 million in last year's half, an 8% increase. Current earnings, he said, are equivalent to $1.51 a share compared to the first half of 1959 when earnings were equal to $1.59 per share.

CBS Inc. includes the CBS-TV and Radio networks and owned stations, Columbia Records, CBS Labs, the news division and CBS International as well as CBS Electronics.

At the CBS board of directors meeting last week, a cash dividend was announced of 35 cents per share on common stock payable Sept. 9 to stockholders of record at close of business Aug. 26.

The first half-year CBS report:

CBS Inc. and domestic subsidiaries

Income Statements Six months ended	JULY 2, 1960 (26 weeks)	JULY 4, 1959 (26 weeks)
Net sales	$231,821,970	$215,089,500
Cost of sales	159,331,065	148,506,937
Selling, general and administrative expenses	45,071,333	38,042,377
Operating income	27,419,572	28,540,186
Other income	2,022,087	1,764,750
Other deductions	978,490	936,065
Income before federal income taxes	28,463,169	29,368,871
Federal income taxes	15,794,000	16,050,000
Net income	$ 12,669,169	$ 13,318,871
Net income per share	$1.51	$1.59

Net income per share is based on the average number of shares outstanding during the respective six months' periods, adjusted for 1959 stock dividend. The 1960 results are subject to year end adjustments and to audit by Lybrand, Ross Bros. & Montgomery.

August 10, 1960

CONVENTIONS

Sindlinger finds GOP out-audienced

Helped by a 17% gain in tv ownership, the nationwide television audience for both political conventions this year was far greater in number than the audience for the quadrennial sessions of 1956. The market analyst firm of Sindlinger & Co. reported last week the results of its field staff interviews, which showed a gain of 135% for the Democratic Convention's daily audience, while the gain for the Republican Convention's daily audience was 114%.

However, viewership was not equalized between the two conventions last month. Sindlinger figures show an average total of 13,706,000 more Americans watched the Democratic convention than stayed up to view the GOP televised sessions. A total of 79.2% of all adults, or about 91 million, watched the Democrats (compared to a 33 million daily average in 1956) and a total of 67.2% of adults with television, or 77 million, viewed this year's Republican convention (compared to 31 million viewers daily four years ago).

During the week of July 4-8, prior to the Democratic convention, the number of adults who watched tv during the evenings totaled 69.1%, or 89,575,000. This breaks down to 68.4% of all males and 69.7% of all females. Viewing increased slightly during the Democratic convention but declined during the GOP conclave. Sindlinger's survey in 48 states showed that during Democratic convention male viewing each evening increased to 70.1%, or 43,784,000 and female viewing increased to 70.3%, or 47,256,000.

During the GOP convention, the report stated, male audience dropped to 53% each evening or 33,103,000; female audience declined to 65.8%, or 44,231,000. Sindlinger notes that the overall convention decline in tv viewing came from the males.

Clarke Brown to Weed as southern affiliate

Clarke Brown Co. will become southern office for the Chicago-based national firms of Weed Radio & Television Corps. on Oct. 1, Mr. Brown, president of the Dallas regional representative company has announced. Brown at that time will end a similar association of the past six years with H-R Representatives.

With the Weed affiliation, Mr. Brown, president of the southern firm, also announced last week a corporate officer exchange between the two representatives and absorption of the Weed Atlanta office into the Brown organization.

Mr. Brown becomes a vice president of Weed Radio Corp. and Weed Television Corp. and Cornelius C. Weed Sr. has been elected a vice president of Clarke Brown Co. Richard M. Walker becomes manager of the Brown Atlanta office and Mrs. Jean

Williams, Weed secretary there, remains in the combined organization. Jack Eisele, Brown vice president and Houston manager, has been appointed director of midsouth operations and also will direct the firm's New Orleans office.

NTA 'GIFT' SHARES 60% of its stock distributed by NT&T

National Theatres and Television seems determined to shed the "television" part of its name. The tv portion was added in August of last year following the acquisition of National Telefilm Assoc. by National Theatres Inc. in a diversification move by the theatre chain organization.

Charles L. Glett, NT&T vice president who, as head of its subsidiary National Television Investments, guided the company's expansion program into tv fields, left in June to assume similar responsibilities for H & B American Corp. (see story, page 66). WDAF-AM-TV Kansas City, which Mr. Glett brought under NT&T ownership in the spring of 1958, has been sold. So has KMSP-TV Minneapolis, which came to NT&T along with NTA. A month ago. the NTA operation, which had been moved to California last fall for integration with the NT&T headquarters in Beverly Hills, was returned to New York.

Last week, the NT&T board voted to distribute nearly 60% of its NTA holdings as dividends to NT&T stockholders on the basis of three shares of NTA stock for each 10 shares of NT&T. NT&T will distribute 844,875 shares of NTA in this way, will retain ownership of 620,511 shares of NTA, which will have 1,627,572 shares of common stock outstanding including about 10% which were never acquired by NT&T.

Because NTA is licensee of WNTA-AM-FM-TV New York, the plan to distribute its stock is subject to FCC approval, B. Gerald Cantor, NT&T president, said in announcing the plan. Accordingly, the dates of record and distribution cannot be set until the FCC acts, he commented, but assuming the action is favorable the record date will be 10 days after the date of the ruling and the distribution date some three weeks later.

The NT&T board has decided not to make any further exchange offer to acquire the additional common stock or warrants of NTA, Mr. Cantor said. The change in the financial structure of the two companies was brought about principally by extending and funding certain of NTA's indebteness to NT&T and accepting equity securities of NTA for the balance of the company's obligations. In June, NT&T reported that for the first half of the 1960 fiscal year, there has been a loss of $2,669,000, or 96 cents per share, attributable to NTA, which was charged with $5,527,000 for the period to provide for amortization of its inventory of tv programs.

Who kept shop?

If the news staff of WGY-WRGB (TV) Schenectady, N.Y., seemed to be below its full complement in the first week in August, it was not due to vacations but to the far-flung assignments the local stations' reporters were covering. One newsman spent the week in Europe accompanying Secretary of Agriculture Ezra Taft Benson on a special fact-finding tour of agricultural centers. A three-man news team went to New London, Conn., for three days to film two half-hour stories on nuclear submarines. On Thursday a film feature on the New York State fish hatcheries was filmed in Rome, N.Y. And on Friday a feature story on the New York State Fair was prepared in Syracuse. The weekend found two men shooting underwater film of two British ships, sunk during the French and Indian Wars, recently discovered in Lake George; another two-man team filming an interview with violinist Issac Stern in his New York City apartment, and a third team covering the 100th birthday celebration of painter Grandma Moses in Manchester, Vt. Meanwhile, back at the newsroom, all available hands were pressed into service to deliver the normal weekly quota of radio and tv newscasts.

WSAZ interests buy more publishing stock

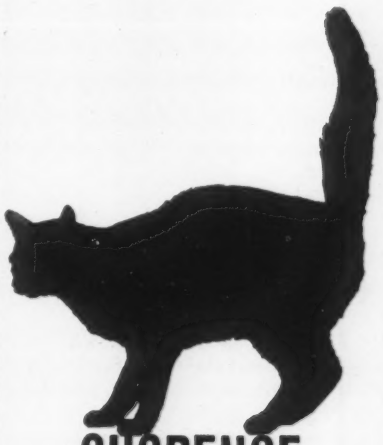
The Huntington Publishing Co. has bought out all the stockholdings of Mr. and Mrs. Walker Long and the estate of the late Col. J. H. Long.

The company publishes the *Huntington* (W. Va.) *Herald-Dispatch* and *Advertiser* and owns controlling interest in WSAZ-AM-TV Huntington.

The purchase, which involves 37.5% of the stock of the Huntington firm, was reported to total over $2 million. It also includes real estate.

William D. Birke, president of the publishing company, announced the transaction last week.

WSAZ properties are 89% owned by the Huntington Publishing Co. and



SUSPENSE

An ideal selling climate results when a program creates intense audience attentiveness. And, for 15 years, Suspense has been fulfilling this objective as it presents tales of terror uniquely suited to radio's imagery. Part of a Sunday line-up of Gunsmoke, Johnny Dollar and Have Gun, Will Travel, advertisers find their messages develop a special impact in such a sales setting. In all radio, Suspense is the kind of company you keep...

ONLY ON CBS RADIO

11% by Mrs. Eugene Katz, wife of the president of The Katz Agency. Because of the radio-tv stations, the entire transaction must be approved by the FCC.

WSAZ was founded in 1923 and operates on 930 kc with 5 kw daytime and 1 kw nighttime. WSAZ-TV, on ch. 3, began operating in 1949. Both stations are affiliated with NBC.

The transaction was negotiated through Vincent J. Manno, New York broker.

Changing hands

ANNOUNCED ■ *The following sales of station interests were announced last week, subject to FCC approval:*

■ KYSN Colorado Springs, Colo.: Sold by Kenneth E. Palmer, John C. Hunter and Robert Donner Jr. to KYSN Broadcasting Co. for $300,000. KYSN Broadcasting owners comprise Donald Harding, formerly with CBS Chicago; William Firman, eastern sales manager, CBS Radio Network; Robert Meskill, general manager, WKID Urbana, Ill., and Jerry Glynn, vice president, AM Sales Co., Chicago. Same group owns WKID. Mr. Hunter is a major stockholder in KOWB Laramie, Wyo. KYSN is on 1460 kc with 1 kw daytime and 500 w nighttime. Hamilton, Landis & Assoc. was the broker.

■ KGHS International Falls, Minn.: Sold by H.S. George to Dan Ganter for $45,000. Mr. Ganter is an employee of KTRI Sioux City, Iowa. KGHS is 100 w on 1230 kc. Broker was Blackburn & Co.

L.A. broadcasters win city tax exemptions

The city council of Los Angeles has adopted an amendment to the municipal code exempting broadcasters from the city's gross receipts tax. The amendment gives radio and tv stations, studios and networks tax exemption for receipts not only from time sales but also from revenues derived from the production and packaging of programs or commercials or providing any element of a program or commercial, including services or facilities. The announcement of the exemption was made by Deane F. Johnson of the Los Angeles law firm of O'Melveny & Myers in a report to the Southern California Broadcasters Assn. on Thursday (Aug. 11).

The exemption, which puts Los Angeles broadcasters on a parity with the city's newspaper publishers, does not extend to revenue from syndicated programs or commercials produced on film or tape, Mr. Johnson stated. This is the so-called motion picture tax which applies primarily to the motion picture studios and which is limited to a maximum of $1,500 a year regardless of total volume, he said. Neither does the tax exemption extend to pay tv operations, when and if they enter the Los Angeles scene.

Income from the rental of station facilities for use outside of radio and tv programming and broadcasting, such as rental of a station's studio to a phonograph recording company, would not be tax exempt, Mr. Johnson reported. Nor would income a station might derive from operating a commissary for its employes or from a soft drink or cigarette vending machine be tax free. But all normal broadcasting operations will be, he said.

Although the Los Angeles gross receipts tax dates back to the mid-40's, no attempt to apply it to broadcasters occurred until 1955 following court decisions which, for the first time, permitted the right of municipalities to tax certain aspects of broadcasting operations under certain conditions. Previously broadcasting had been held to be an interstate operation not subject to municipal taxation or regulation. Since that time, the broadcasters of the city have been attempting to secure an exemption similar to that which the newspapers got in 1949 when the city attempted to apply the ordinance to them.

Faced with the twofold problem of securing exemption from the tax in the future and from its retroactive application to years not barred by the statute of limitations, the L.A. broadcasters have been successful on both counts, Mr. Johnson stated. The amended ordinance grants them exemption in the future and the city attorney has assured them that he will not attempt any retroactive application.

NAB committees set five Sept. meetings

Four NAB committee meetings will be held in Washington in September. A fifth, Freedom of Information Subcommittee, will meet in New York.

The Washington dates follow: Sept. 8, Tv Music Advisory; Sept. 14, Editorializing; Sept. 19, Convention; Sept. 26, Video Tape. The New York meeting will be held Sept. 26.

A member of the NAB Policy Committee will attend each of the Washington meetings. The committee is headed by Clair R. McCollough, Steinman Stations. Other members are G. Richard Shafto, WIS-AM-TV Columbia, S. C., and Merrill Lindsay, WSOY-AM-FM Decatur, Ill.

Outstanding Exclusive Properties

NEW ENGLAND ***$200,000***

Excellent daytime facility in prosperous medium market. Operating in the black under absentee ownership. Needs owner-operator to develop full potential. $85,000 cash required. Terms can be negotiated.

SOUTHWEST ***$135,000***

Majority interest in powerful daytimer located in a top fifty growth market. This market has been one of the fifteen that has experienced the greatest growth during the past decade. 29% down and terms. Exclusive.

SOUTHEAST ***$85,000***

Fulltime facility in small southern market. Operating profitably. This one is best for owner-operator. 29% down and terms.

NEGOTIATIONS—FINANCING—APPRAISALS

Blackburn & Company Inc.

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.: James W. Blackburn—Jack V. Harvey—Joseph M. Sitrick—Washington Building, Washington, D.C.—ST 3-4341.
MIDWEST: H. W. Cassill—William B. Ryan—333 North Michigan Avenue—Chicago, Illinois—FInancial 6-6460.
SOUTHERN: Clifford B. Marshall—Stanley Whitaker—Robert M. Baird—Healey Building, Atlanta, Georgia—JAckson 5-1576.
WEST COAST: Colin M. Selph—California Bank Building—9441 Wilshire Boulevard—Beverly Hills, California—CRestview 4-2770.

Here today . . .

The case of the shrunken tv tower has been solved. WOOD-TV Grand Rapids, Mich., had erected a sign calling attention to the station's 1,000-ft. tower, but the observer saw only a 20-ft. antenna. It was not a matter of a shrinking tower, nor was it misleading advertising. WOOD-TV had leased the land for its thousand-footer, erected the sign and then decided on a more suitable location. The miniature model belonged to a gravel company with radio-equipped trucks. The station had leased the site to the gravel company but had forgotten about the sign. After a series of "double takes" by tourists and residents, however, the station was reminded of the billboard and removed it.

Bar Assn. to discuss lawyers' roles on tv

Is it "professionally and ethically improper" for a lawyer to play the role of an attorney on television?

Ever since a Los Angeles County Bar Assn. advisory ruling earlier this year, the matter has been studied by the American Bar Assn.'s professional ethics committee but no formal action has been taken. The rule is certain to be discussed, however, at the National Conference of Bar Presidents meeting which is scheduled before ABA's annual convention in Washington, D.C. Aug. 29-Sept. 2.

A panel session has been set including Grant B. Cooper, president of the Los Angeles County Bar Assn., and Herman F. Selvin, former president. Specifically, they will discuss the bar's ruling that appearances of lawyers, whether identified by name or not, violate the canon against advertising and that such lawyers generally did no public credit to the profession.

Thus, Canon 27 plus Canon 35, which bars radio-tv access to courtroom proceedings, are expected to highlight the calendar of bar events.

The Los Angeles bar asked the State Bar of California to concur in its advisory ruling and to petition the state supreme court to adopt it as a rule of court, thus making it official and statewide. The state bar board heard pro and con arguments July 25 but has written no final decision. Meanwhile, the Los Angeles rule is merely advisory for lawyers in that city.

ABA acknowledges that the L.A. ruling has "stirred up a hornet's nest," with some lawyers and southern California bar groups applauding it and others opposing it as "unjustified or too broad." What bothers ABA is that the ethics question could effect mock trial or other simulated court scenes in programs, produced under bar association sponsorship. The L. A. bar ruling, though limited to "simulated trials," did not specifically exempt bar-sponsored shows.

The current controversy concerns five or six network programs (about 30 hours of legal drama each week), including *Day in Court* and *Divorce Court*, which employ practicing lawyers in lawyer and judge roles and which are "unscripted." In all about 250 have appeared at different times and although billed as practicing lawyers, aren't identified by name.

Heightening the controversy is the fact there is "no recognized rule," ABA points out, predicting that "before too long," its ethics committee will evolve one that "probably will become a model for the country." It's hardly surprising that, without precedent in the field, "opinions on it differ widely," ABA observes.

President Eisenhower is expected to address ABA's opening session on Aug. 29.

'NEW DEAL' Independents want new convention voice

Radio Tv News Directors Assn. wants a better shake for accommodating local, independent stations at future political conventions and has asked the national committee chairman of both parties to take constructive action.

The request was contained in a letter from William J. Small, WHAS-AM-TV Louisville, on behalf of the 700-member association which he heads. In short, it asks that a news director from a local independent operation should have a voice in 1964 convention planning.

Independent radio-tv stations want to fare better on working facilities, radio-tv credentials and other matters in future conventions because of the improved quality and greater depth of their coverage at the recent conclaves. The issue of credentials for radio-tv newsmen erupted again at the Democratic and GOP conventions (BROADCASTING, Aug. 1), but is considered secondary to the larger one of better working facilities. Some independents privately complained, in particular, about "sweat box" conditions at Chicago's International Amphitheatre.

Mr. Small told Sen. Thruston Morton (R-Ky.) and Paul Butler, GOP and Democratic National Committee chairmen, respectively, the RTNDA is surveying its membership on how local

STATIONS FOR SALE

EASTERN

South-atlantic single station market asking $160,000 with 29% down. 1960 fiscal cash flow $35,000 approximately.
Excellent buy in middle-atlantic area. Single station market priced to sell. Owner-operator could do $75,000 easily. Asking $80,000 on terms.

WASHINGTON, D.C.
1737 DE SALES ST., N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

MIDWEST

Fulltime facility—top billings in market. Considerable real estate. Presently operating on unnecessarily high budget. Price is $275,000 with $100,000 down payment.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

SOUTH

Small market daytimer in rich West Texas market, $90,000, $30,000 down and a seven-year payout. A good owner-manager can make twenty-five percent per year on his investment in this property. Further, it will pay itself out after the down payment as it is already well in the black. Station's economy based on agriculture, petroleum and recreation. Very modern town, located near one of Texas' big lakes.

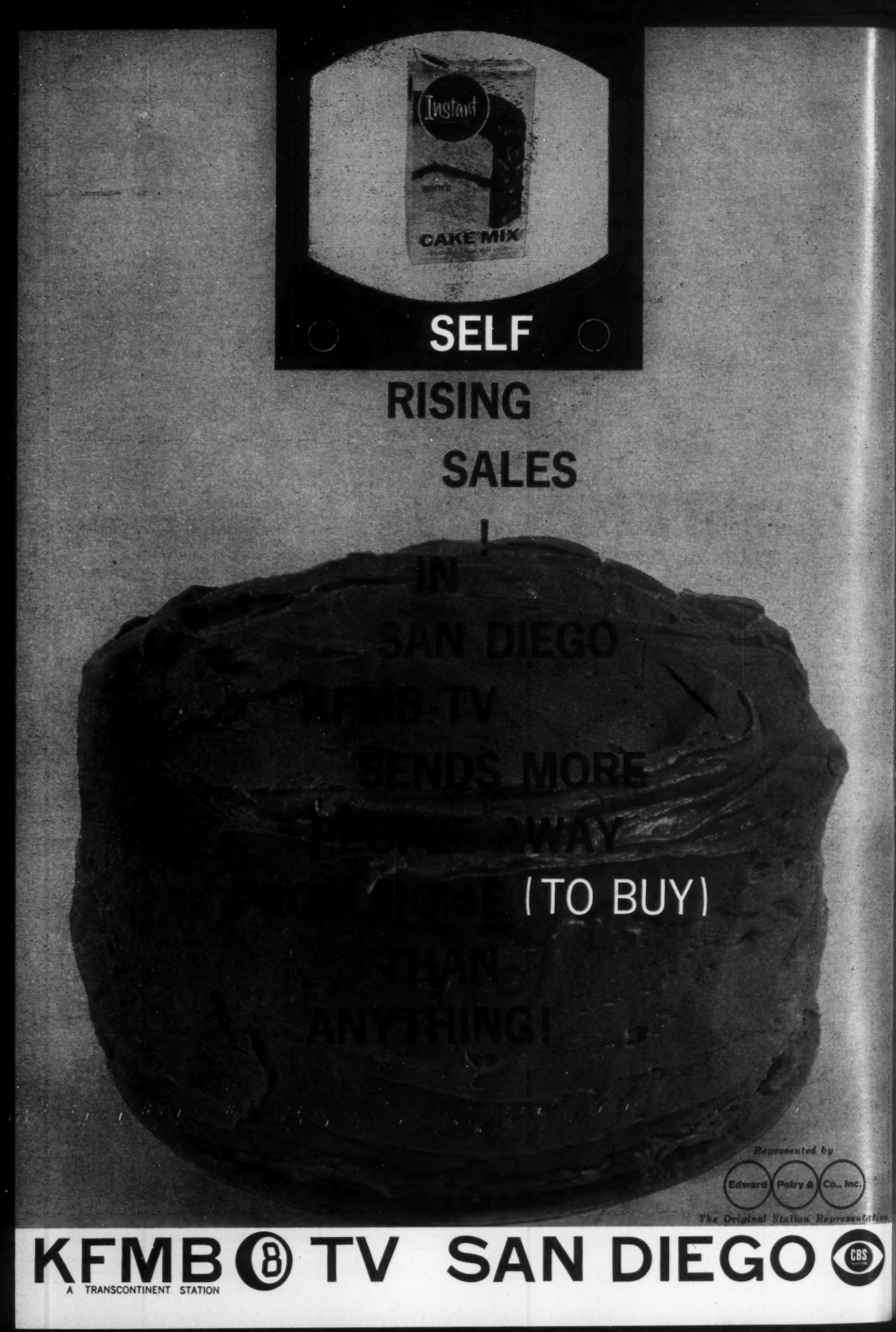
DALLAS
1511 BRYAN ST.
RIVERSIDE 8-1175
DEWITT 'JUDGE' LANDIS

WEST

Fulltime radio station in one of fastest growing areas in U.S. Good ownership income an annual gross in excess of $300,000. Sale of stock includes good real estate plus cash and receivables.

SAN FRANCISCO
111 SUTTER ST.
EXBROOK 2-5671
JOHN F. HARDESTY

HAMILTON-LANDIS & ASSOC., INC.
NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING


Instant
CAKE MIX
SELF
RISING
SALES
IN
SAN DIEGO
KFMB-TV
SENDS MORE
AWAY
(TO BUY)
THAN
ANYTHING!
Represented by
Edward Petry & Co., Inc.
The Original Station Representatives
KFMB 8 TV SAN DIEGO
A TRANSCONTINENT STATION
CBS

facilities might be improved. He cited the general feeling that preliminary planning for future convention broadcast coverage has "traditionally been confined to network and large chain radio-tv representatives," with no reflection on the work of the radio-tv correspondents Gallery of the House under Robert Menough, and Mr. Small stressed:

"As the attendance at recent conventions shows, there is every four years an increasing number of local radio-tv news staffs from around the country. This trend makes it obvious that this increase will continue. Since the total number of people listening to these local stations may have already exceeded the audience of some of the networks, I would think that the parties would find it in (their best interests) to give these individual stations full consideration that they might best cover your national convention."

Mr. Small promised to supply the national committee chairmen with copies of the RTND survey. He has accordingly asked RTNDA members who attended to pass along "your ideas for improvement in 1964."

Code symbol ■ Subscribers to the NAB Radio Code of Good Practices will display this new seal, adopted with the change of name from the former Standards of Good Practice for Radio Broadcasters. The seal will be used also on subscribers' stationary and promotion material.

Enforcement procedure for code subscribers will be set up by the association. The new NAB Radio Code Review Board will meet Aug. 29 in Washington. Under the revised code procedure, both NAB member and non-member stations may become code subscribers.

Cliff Gill, KEZY Anaheim, Calif., is chairman of the code board, a nine-man group paralleling the Tv Code Review Board formed by NAB in 1952. The new code structure was approved June 16 by the NAB Radio Board (BROADCASTING, June 20, 27).

New etv in Dallas

Non-commercial educational KERA-TV Dallas, which is scheduled to go on the air Sept. 12, will be the 48th affiliate of National Educational Television Network. The Texas outlet, with live color facilities, joins KTCA-TV St. Paul-Minneapolis, as the only etv stations to broadcast in color, according to National Educational Television & Radio Center, New York. The network provides stations with eight hours of programs weekly.

■ Media reports

Gerity moves ■ Gerity Broadcasting Co. (WNEM-TV Bay City-Flint-Saginaw, and WABJ Adrian, both Michigan) has relocated its New York office at 1271 Avenue of the Americas. New telephone: Circle 7-4560. The company was previously located in temporary quarters at 18 E. 48th St. after moving from 101 Park Ave.

AB-PT dividend ■ American Broadcasting-Paramount Theatres Inc., N.Y., reported Monday (Aug. 8) the third-quarter dividend of 25 cents per share on both outstanding common and preferred stock, payable Sept. 15 to holders of record on Aug. 19.

Cuban risks ■ Assignments in Cuba continue to hold risks for U.S. broadcasters. In Cuba to cover the seventh anniversary of Fidel Castro's revolutionary movement for Radio Press International and the *Herald Tribune* Radio Network, Mort Dean, WVOX New Rochelle, N.Y., program director, was picked up by Cuban police when he attempted to tape record a meeting of the leftist Latin American Youth Congress. Although no charges were preferred and no questions were asked, Mr. Dean was held in a Havana jail for 2½ days before his release. He returned to WVOX, a *Herald Tribune* Network affiliate, Aug. 8. Mr. Dean's experience is the latest in a series of Cuban efforts to oust American newsmen from the country.

Promotion assistance ■ The Zakin Co., N.Y., has been named advertising and promotion agency for the *Herald Tribune* Radio Network. The stations are WGHQ Hudson Valley; WVIP Mt. Kisco; WVOX New Rochelle, and WFYI Mineola, all New York.

Tv tape clinic ■ WFBM-TV Indianapolis held a television tape clinic for 75 advertisers, agency executives and other guests. Manager Don Menke conducted the clinic, demonstrating the facility of tape and the dependability of the machines. The use of special effects through skillful editing was displayed.

Adds aircraft to facilities ■ WTAQ LaGrange, Ill., has acquired a Piper Commanche, equipped with three transmitters and five receivers for emergency purposes and direct "from the air" broadcasts, and containing a full complement of flying instruments. The station reports it will make craft available to local Chicagoland area law enforcement officers and to civic groups. Three licensed pilots include Charles Sebastian, WTAQ president.

New transmitters ■ Ground has been broken and construction started on a new transmitter building for CBS's KNX Los Angeles. The structure will house a new 50 kw unit built by General Electric plus a 10 kw unit by Continental. The building will surround KNX's 500-ft. antenna and will also house an emergency gasoline-powered generator system. The new transmitter installation will be in operation about Nov. 1.

Audience profile ■ KQV Pittsburgh has issued a study of the automobile audience and mass transit in the Pittsburgh area. It is intended as an aid to timebuyers in evaluating the "car audience," according to the station. It lists the average numbers of automobile passengers and mass transit passengers headed towards home, work, shopping, school and social recreation during each hour period of the day in that area. Also included are totals and a diagram of the area covered by the survey. The booklet is titled "The Plus Audience."

Power of the Word ■ An editorial broadcast by commentator Fred Nahas over KXYZ Houston caused prompt City Council action to correct an injustice. Detective J.B. Savelle was shot in the arm while on duty; complica-

VAST COVERAGE
HUGE AUDIENCE
LOWEST RATES
WCKY IS SOME BUY!
The facts speak for themselves in Cincinnati radio. Nielsen proves that WCKY reaches more homes monthly in one single quarter-hour than all the homes in the entire Milwaukee metro area . . . at a cost-per-hundred-thousand that will make your eyes blink. Tom Welstead in New York or AM Radio Sales have it in red-and-white . . . the NSI book that proves WCKY is some buy for the Tri-State Cincinnati area.
WCKY RADIO
50,000 WATTS
CINCINNATI

tions set in, necessitating amputation of the arm. Because the amputation was performed by a private doctor in a private hospital, the city legal department ruled that the city would not pay the bill. Mr. Nahas appealed to the council's conscience and they agreed to have the city pay the detective's hospital bill.

Combined forces ■ WADK Newport and WYNG Warwick, both Rhode Island, have formed a group to be called the Rhode Island Prestige Group. According to WYNG Manager Milton Mitler and WADK Manager Arnold Lerner, the group offers "a combined high income bracket listening audience to advertisers." Mr. Mitler recently sold WADK to Key Stations. John E. Pearson, Co., N.Y. will represent the group nationally as well as each station separately.

New format ■ A new program format has debuted on KABC Los Angeles. Five new daytime shows were added to the schedule of the ABC-owned station. The format encompasses music, a listener opinion show, a new women's program and other new features. Announcement of the format change was made by Ben Hoberman, general manager of KABC.

New office ■ John Box Jr., managing director of Balaban Stations, has announced opening of the group's New York office at 580 Fifth Avenue. He said the office will have direct teletype connections with all stations in the group. Telephone is Judson 2-7945. Balaban Stations are WIL St. Louis, WRIT Milwaukee and KBOX Dallas. Executive offices are in St. Louis.

Revenue ■ Operating revenue of Gross Telecasting Inc. (WJIM-AM-TV Lansing, Mich.) totaled $1,199,842 and expenses $640,449 during the first six months of 1960, leaving net income of $295,515, according to President Harold F. Gross. Comparable figures for the first half of 1959 were operating revenue $1,261,601, expenses $663,156 and net income $304,431. Dividends of $190,000 were paid for the first half of 1960, leaving $105,515 retained in the business.

'Open House' in Milwaukee ■ WISN-TV Milwaukee unveiled a live daytime format of music, variety and interviews July 11 with *Open House on 12,* dedicated to the proposition of "fun-for-everyone" and conducted by host Fred Niedermeyer and hostess Lynn Honeck. Program is aired Monday through Friday, 1-2 p.m. (CDT), and features news and newsreel, figure exercises and audience participation with prizes, as well as interviews with celebrities.

WSPA-TV is "Closest with the Mostest"! to the SUPERmarket of the '60's

The huge new Homelite Plant at Greer, S. C.—manufacturers of chain saws, pumps and generators, employs hundreds of Carolina Piedmont area residents.

The rich, teeming area of the Lower Piedmont is endorsed by more and more industry of the "Blue Chip" variety. They locate their plants here in WSPA-TV's "backyard," and they bring their large payrolls to pump ever new power into the lifestream of the prosperous population . . . Here is a marketing area bursting at the seams . . . and WSPA-TV directly influences the buying habits of over $1½ billions of payroll dollars in this fastest growing of all markets. The Spartanburg-Greenville Supermarket offers an opportunity for sales that cannot be ignored!

SEAL OF GOOD PRACTICE

AM • FM • TV

WSPA-TV

SPARTANBURG, S. C.

CBS TELEVISION *in the Piedmont*

CHANNEL **7**

Represented Nationally by: GEORGE P. HOLLINGBERY CO.

the ONLY CBS-VHF Station serving the Spartanburg-Greenville Market

MIAMI, BOSTON REBUTTALS

North Dade Video, 'Herald-Traveler' ask FCC reversal of July 'ex parte' rulings

The FCC was confronted today with two petitions seeking reversal of the commission's July 14 orders in the Miami ch. 10 and the Boston ch. 5 cases.

The petitions were filed by North Dade Video Inc., one of the applicants for the Miami channel, and by WHDH Inc. (*Boston Herald* and *Traveler*), holder of the ch. 5 grant in Boston.

Expected over the weekend was an appeal to the federal court by National Airlines whose WPST-TV Miami was ordered off the air by Sept. 15.

Other applicants in both cases—the first in which charges of off-the-record representations were investigated and rehearings held before special examiner Horace Stern—indicated they did not plan to contest the FCC's July 14 orders.

The FCC found all Miami applicants guilty of *ex parte* representations except L. B. Wilson Inc. It not only voided the 1957 grant to National Airlines, but it issued a permit to L. B. Wilson Inc. for the ch. 10 facility.

L. B. Wilson Inc., which owns WCKY Cincinnati, was told it would receive a first term license of only four months. A broadcast license usually runs three years. This short term permit was issued, it was learned, to provide a chance for other applicants to contest the ch. 10 license when it came up for renewal.

In the Boston case, the commission found that WHDH and Massachusetts Bay Telecasters Inc. had engaged in borderline conduct. It vacated the 1957 grant to the *Boston Herald & Traveler* station, but granted it special temporary authority to continue pending the outcome of a new hearing.

It said that the purported conduct of WHDH and Massachusetts Bay would be counted against those applicants in the new proceeding.

The North Dade petition asked the FCC to reconsider its finding that the activities of the late Walter Compton, an official of the company, and Washington attorney Robert F. Jones, former FCC commissioner and former Ohio Republican congressman, were sufficient to taint the North Dade application.

Perjury is Implied ■ It attacked the FCC finding that the Compton-Jones activities indicated an "evil design." The commission finding, North Dade said, imputes perjury to Mr. Compton and Mr. Jones. "This is a scandalous verdict on the record before it," North Dade stated.

North Dade reiterated that Mr. Compton employed Mr. Jones to counteract pressures by other applicants on congressmen and senators, not to see any commissioners.

Pointing to the commission's decision in the Boston ch. 5 case, North Dade said that the FCC found an attempted "pattern of influence" because of the meetings between Robert B. Choate, publisher of the *Herald-Traveler* and then FCC Chairman George C. McConnaughey but did not completely disqualify WHDH as it did North Dade.

It asked that it be permitted to remain as an applicant and to contest with L. B. Wilson for the ch. 10 facility.

WKAT Miami was the other Miami applicant found to have engaged in behind-the-scenes activities by the FCC.

The *Herald-Traveler* petition, which also asked for a stay of the commission's July 14 order, attacked the FCC on two counts:

First, that the commission did not have the authority to rescind the ch. 5 grant to WHDH because the case was still in the hands of the U.S. Court of Appeals in Washington.

And, second, that the commission's interpretation of the intent of the meetings between Mr. Choate and Mr. McConnaughey was "erroneous, irreconcilable with the record and not based on substantial evidence."

WHDH said it was "ludicrous" to assume that Mr. Choate tried to influence the then FCC chairman at two social luncheons by conveying such a favorable impression of himself that Mr. McConnaughey would be influenced in the Boston case.

The meetings took place because of Mr. Choate's interest in a pending congressional bill relating to the ownership of radio-tv stations by newspapers, WHDH said. At neither of the meetings was ch. 5 discussed, it said.

In Roanoke in '60 the Selling Signal is SEVEN...

You won't get rich selling bongo drums in the Roanoke Television Market, but there are nearly 2,000,000 people who are willing and able to help you turn a neat profit on foodstuffs, toiletries, pharmaceuticals, gasoline, household products and other items.

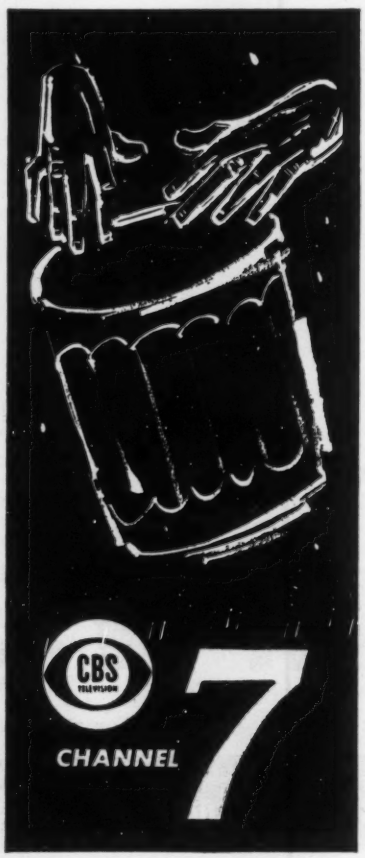
The magic number for reaching these heavy-spending, non-Calypso folks is seven. In Roanoke, seven is *WDBJ-TV* . . . which will beat the drum for your product in over 400,000 television homes of Virginia, N. Carolina and W. Va.

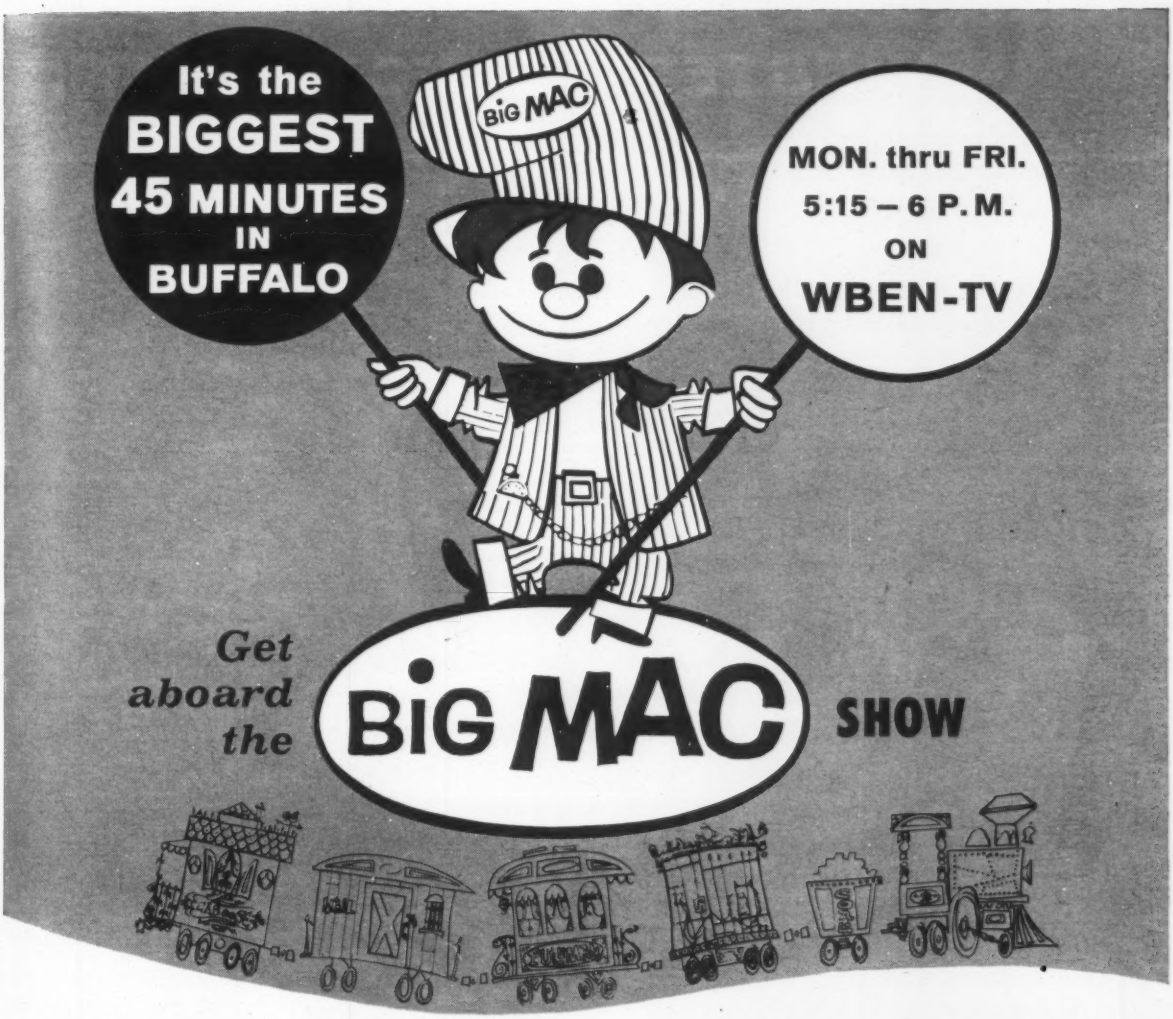
WDBJ-TV has maximum power, highest tower, superior service and programming . . . to help you sell like sixty on seven.

ASK YOUR PGW COLONEL FOR CURRENT AVAILABILITIES

WDBJ-TV

Roanoke, Virginia



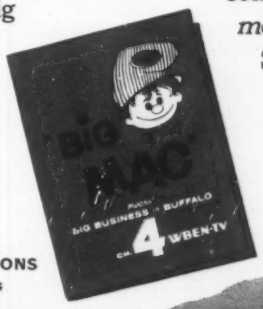


Food, toys, candy, clothing — all youth-inspired items plus merchandise for adults get effective exposure in this new WBEN-TV late-afternoon entertainment package.

Youngsters revel in the kiddie acts, circus features and adventure segments. Adults enjoy the nostalgia of seeing big names of a bygone day.

From Warners' 2000-plus library of famous featurettes, 210 are professionally integrated into daily programs of interesting variety.

THE BIG MAC SHOW can do a big job for you in Western New York. With back-to-school planning and holiday promotions coming up, *now's the time to make your move.* A good place is the BIG MAC Show on Ch. 4 — where your dollars always count for more.

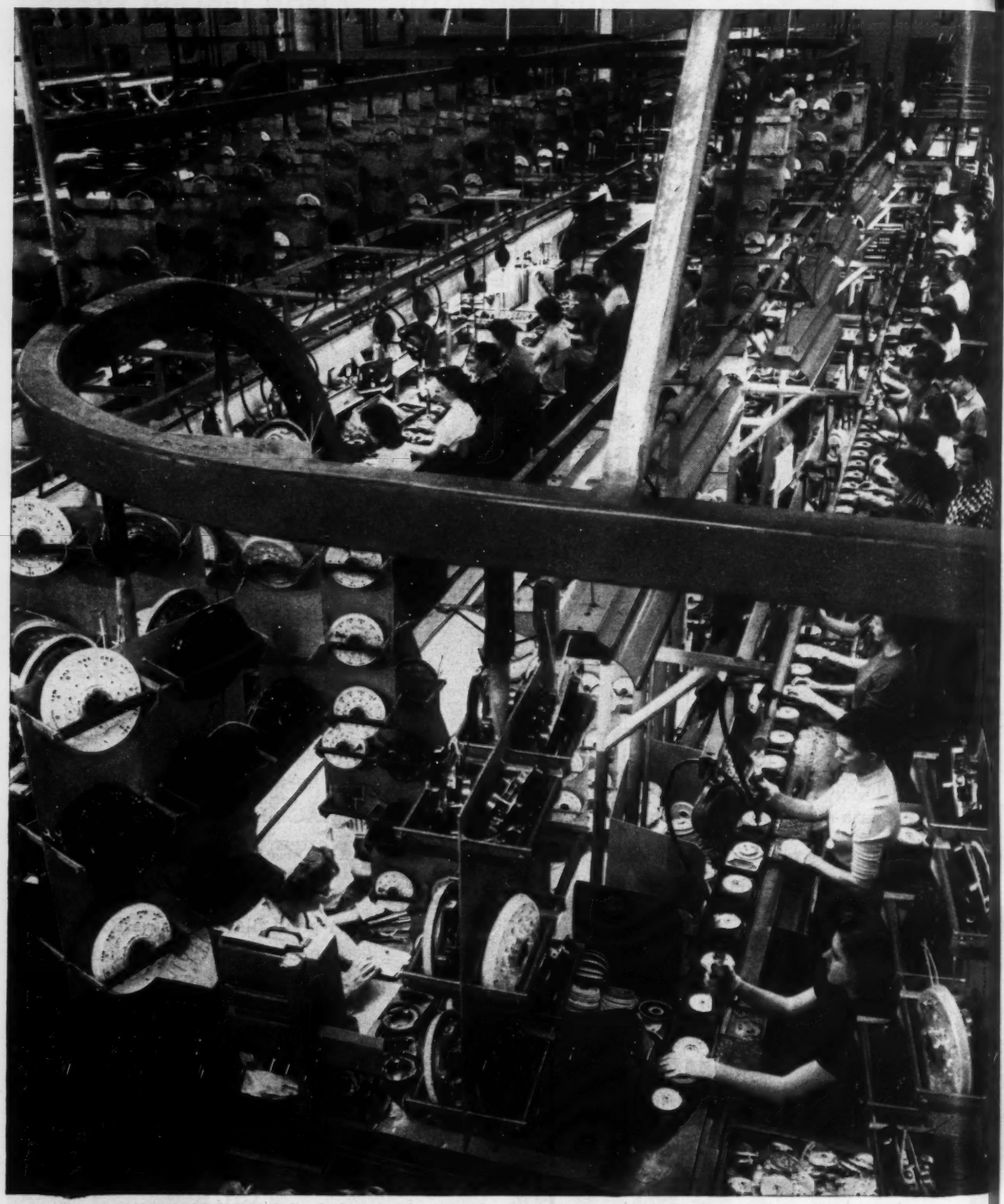


get the facts
in our new
BIG MAC
brochure . . . from
HARRINGTON, RIGHTER & PARSONS
National Representatives
or write

WBEN-TV
The Buffalo Evening News Station

CH. 4
CBS in Buffalo
Affiliated with WBEN Radio

WESTERN ELECTRIC AND



MANUFACTURING Bell telephones is the major function of Western Electric's plant in Indianapolis. The girls above are working on the final assembly of telephone dials. Western Electric also has major manufacturing locations in 12 other cities where we make cable, wire, switchboards, relays, and many other different kinds of telephone equipment and apparatus for the Bell Telephone System, as well as defense products for the Government.

THE BELL SYSTEM

For 78 years Western Electric has been the manufacturing and supply member of the Bell System. Working with Bell Laboratories and the Bell telephone companies, Western is an integral part of the team which provides this nation with the world's finest telephone service.

The Bell Telephone System operates nearly 58 million telephones in the United States. Western Electric's job is to back them up with the many kinds of materials and equipment needed to make them work well.

Telephone instruments—over 8 million new ones this year—are just part of the story. Behind them are complex switching systems, radio relay and carrier equipment, millions of miles of wire, cable and all the other apparatus necessary to link these phones into an efficient, dependable unit. This monumental job is possible only because of the close teamwork in the Bell System among Western Electric, Bell Laboratories, and the Bell telephone companies.

Besides manufacturing, Western Electric performs three other important jobs in helping provide good telephone service. Western *purchases* many supplies and equipment in addition to what it makes... *distributes* both purchased and manufactured items to the Bell companies... and *installs* switching equipment in telephone central offices.

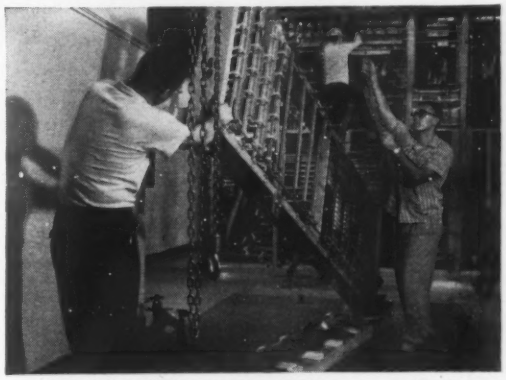
A perfect example of Bell System cooperation is the way Western Electric works with Bell Laboratories. The research achievements by the Laboratories—the transistor, coaxial cable, radio relay, Direct Distance Dialing, etc.—provide us with the basic means for keeping the Bell System in the forefront of communications technology.

Western Electric will continue to depend upon close teamwork with the other members of the Bell System to assure the dependable, reasonably-priced, ever-improving telephone service America has come to expect.

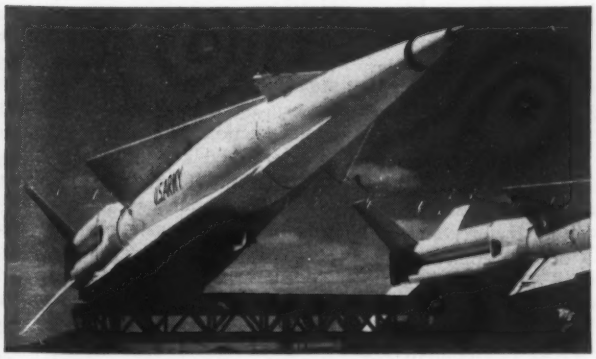
Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

PURCHASING for the Bell System by Western Electric provides the telephone companies with a wide variety of high quality products at low cost. W.E. buyer (left) discusses telephone set cartons with a representative from Inland Container Corp.



INSTALLATION of Bell telephone central office switching equipment is performed by Western Electric's flexible force of skilled installers. Above, an intricate frame of switching equipment is hoisted into position by W.E. installers in a central office.



NATIONAL DEFENSE work in many vital areas has been assigned to us because of our Bell telephone experience. W.E. makes guidance systems for missiles (such as Nike Hercules, above) and has coordinated strategic projects including DEW Line, SAGE, and the communications aspects of BMEWS.

DISTRIBUTION is handled nation-wide by W.E. from 32 centers which store enough equipment to meet normal requirements and service emergencies of the Bell companies. These centers also serve as repair shops for reconditioning telephone equipment.

PAYOLA BILL COMPROMISE COMING

Pastore orders easing of forfeitures and vetoes suspensions

It looked last week as if broadcasters might get something more than half a cake for their solid opposition to the controversial license suspension and monetary forfeiture features of the payola bill (S 1898).

At the end of the payola bill hearing Wednesday, Chairman John O. Pastore (D-R.I.) of the Senate Communications Subcommittee ordered his staff to redraft the legislation within 24 hours.

The purpose of the redraft:

- Knock out the whole subsection on suspensions.
- Provide a one-year "statute of limitations" on offenses and a maximum forfeiture of $10,000. Authorize such forfeitures only where violations are "willfully or repeatedly" committed and give a broadcaster the opportunity to reply to FCC charges before that agency imposes the forfeiture.

SEN. PASTORE
Fines are penalty enough

A subcommittee spokesman said Thursday Sen. Pastore hopes to bring the amended bill before the Senate early this week for agreement on amendments added by the House June 28, plus the changes planned by the subcommittee. He said he didn't know whether the parent Senate Commerce Committee would meet to report the amended bill or would agree on it "informally" (the committee has no other business before it at present). Senate action would have to be by majority vote and the bill would be competing with other legislation for Senate attention. The House would have to agree to the Senate amendments before enaction and if it didn't, a compromise would be sought.

Impressed by uncompromising broadcaster opposition to the license suspension feature of the bill at the Wednesday hearing, Sen. Pastore exacted concessions from FCC Chairman Frederick W. Ford that his agency doesn't really need the license suspension power; that it can get the results it wants by revoking licenses, issuing cease-and-desist orders or imposing monetary forfeitures.

Penalize Public ■ The main argument against the license suspension power—that suspension would penalize the public as well as the broadcaster by discon-

Future guide to sponsor identification

To help broadcasters and others in determining whether a given type of situation would require a station to make an announcement under Sec. 317 of the proposed bill (S 1898) covering payola and free plugs now under Senate consideration, the FCC, if the bill is enacted, will incorporate a list of typical situations in its rules.

FCC Chairman Frederick W. Ford revealed this plan Wednesday during testimony before the Senate Communications Subcommittee on other phases (license suspensions and monetary forfeitures) of the bill.

The list of typical situations where the Sec. 317 requirements would or would not apply was drawn up and provided to the House Commerce Committee last spring by a group of broadcast industry representatives helping the committee draft this part of the bill. The list was included in the committee report last June 13 after Mr. Ford said such inclusion would help the FCC in determining congressional intent in "drawing the line" under the proposed Sec. 317. Following is the text of that part of the committee report that may become incorporated in FCC regulations.

A. Free records[1]

1. A record distributor furnishes copies of records to a broadcast station or a disc jockey for broadcast purposes. No announcement is required unless the supplier furnished more copies of a particular recording than are needed for broadcast purposes. Thus, should the record supplier furnish 50 or 100 copies of the same release, with an agreement by the station, express or implied, that the record will be used on broadcast, an announcement would be required because consideration beyond the matter used on the broadcast was received.

2. An announcement would be required for the same reason if the payment to the station or disc jockey were in the form of cash or other property, including stock.

3. Several distributors supply a new station, or a station which has changed its program format (e.g., from "rock and roll" to "popular" music), with a substantial number of different releases.[2] No announcement is required under section 317 where the records are furnished for broadcast purposes only; nor should the public interest require an announcement in these circumstances. The station would have received the same material over a period of time had it previously been on the air or followed this program format.

[1] In view of the attention which has been given to the problem of free records, they are treated herein as a special category. It should be noted, however, that the same principles apply to records as to other property or services furnished for use on or in connection with a broadcast.

[2] A question has been raised with respect to a situation where a distributor furnishes to a station free of charge an entire music library with the understanding, express or implied, that only its records would be played on the station. To the extent that such an arrangement may run afoul of the antitrust laws or may constitute an abdication by the station of its licensee responsibility, an announcement under sec. 317 would not cure it.

tinuing the station's service—found Mr. Ford with no ready answer and he agreed.

Witnesses Wednesday were FCC Chairman Ford; Joseph S. (Dody) Sinclair, WJAR-AM-TV Providence, president of the Rhode Island Broadcasters Assn.; Cecil Woodland, WEJL Scranton, Pa., immediate past president of Pennsylvania Assn. of Broadcasters; Vincent Wasilewski, NAB government affairs vice president; Warren E. Baker, Washington attorney representing the Federal Communications Bar Assn.; Bryce Rea Jr. and Donald Beelar, Washington attorneys representing American Bar Assn.; Stanley Ballard, secretary of American Federation of Musicians; Lawrence Speiser, American Civil Liberties Union, Washington.

Chairman Ford said the commission is agreeable to an amendment to place a "statutory limitation" on the forfeiture provision so a broadcaster wouldn't be forced to pay up to $1,095,000 (at $1,000 per day) when he seeks renewal of his three-year license. He said he'd rather see the suspension provision dropped than have no bill at all, bringing the retort from Sen. Pastore that he didn't want testimony to appear as if "diplomatic blackmail" was being used. "You'll get your bill," he promised.

Taking each offense for which suspensions are proposed in the bill (false statements, conditions warranting refusal to renew license, willful or repeated failure to operate as set forth in license, repeated violations of the Communications Act or FCC rules and violations of lottery, fraud and obscenity statutes), Mr. Ford acknowledged a cease and desist order or forfeiture would serve the same purpose as a suspension. He also agreed with Sen. Pastore that refusal to obey a cease and desist order should call for revocation, not a lighter sanction.

He agreed "willful or repeated" is more appropriate than "negligent or intentional" in describing offenses which would warrant a forfeiture. This was after Sen. Pastore said that in his own opinion negligence is a tort (civil) measurement rather than a criminal one.

Chairman Ford also suggested the bill be amended so that FCC sanctions for refusal to obey a cease and desist order would be authorized only after such order is final (unappealable).

Could Be Sued ■ Mr. Sinclair testified license suspension would punish the public, especially if the station is taken off the air during some kind of emergency where service is critically needed. He said under the "negligent or intentional" provision, a suspended station possibly could be sued by an advertiser for breach of contract because of an innocent violation.

A station also could be fined even in connection with public service programming if it were charged with some offense of which it was unaware under the bill's present provision, he said.

Mr. Woodland said suspension of station service in some areas would deprive the public of its only broadcast service. Suspension might kill off some stations which are operating marginally or with a loss, he added. He thought also that some broadcasters might be tempted to lower their standards in the belief the penalty would be something less than revocation.

Mr. Wasilewski said suspension could cause a station to "lose face" in its community and thus lose advertisers and listeners, resulting in the death of the station and consequent loss to the public.

He charged the FCC has had the cease and desist power for eight years and has seldom used it in broadcasting; that only the Interstate Commerce Committee has been given suspension powers and that these haven't been used in 25 years. Suspensions shouldn't be used to experiment in the communications field, he said. He said NAB had no opportunity to express its views on suspensions in the House because the amendment was added in a House Commerce Committee executive session.

Laws Unused ■ Mr. Baker said it can hardly be argued that additional powers such as suspensions and forfeitures should be authorized when existing powers (cease and desist orders and FCC authority to take rule and law violation cases to court for fines) have been largely unused.

Messrs. Rea and Beelar said ABA is concerned about procedural safeguards in the imposition of money penalties and asked that the legislation require (1) a clear statutory specification of the offense subject to the money penalty, (2) provision for adequate and fair procedures, including notice to the accused and opportunity to answer or take corrective action before the penalty is imposed and (3)

CONTINUED on page 84

4. Records are furnished to a station or disc jockey in consideration for the special plugging of the record supplier or performing talent beyond an identification reasonably related to the use of the record on the program. If the disc jockey were to state: "This is my favorite new record, and sure to become a hit; so don't overlook it," and it is understood that some such statement will be made in return for the record and this is not the type of statement which would have been made absent such an understanding, and the supplying of the record free of charge, an announcement would be required since it does not appear that in those circumstances the identification is reasonably related to the use of the record on that program. On the other hand, if a disc jockey, in playing a record, states: "Listen to this latest release of performer 'X,' a new singing sensation," and such matter is customarily interpolated in the disc jockey's program format and would be included whether or not the particular record had been purchased by the station or furnished to it free of charge, it would appear that the identification by the disc jockey is reasonably related to the use of the record on that particular program and there would be no announcement required.

B. Where payment in any form other than the matter used on or in connection with the broadcast is made to the station or to anyone engaged in the selection of program matter

5. A department store owner pays an employe of a producer to cause to be mentioned on a program the name of the department store. An announcement is required.

6. An airline pays a station to insert in a program a mention of the airline. An announcement is required.

7. A perfume manufacturer gives five dozen bottles to the producer of a giveaway show, some of which are to be identified and awarded to winners on the show, the remainder to be retained by the producer. An announcement is required since those bottles of perfume retained by the producer con-

CONTINUED on page 82

CHAIRMAN FORD
Rules on free plugs

CONTINUED from page 81

Future sponsor identification guide

stitute payment for the identification.

8. An automobile dealer furnishes a station with a new car, not for broadcast use, in return for broadcast mentions. An announcement is required; the car constituting payment for the mentions.

9. A Cadillac is given to an announcer for his own use in return for a mention on the air of a product of the donor. An announcement is required since there has been a payment for a broadcast mention.

C. Where service or property is furnished free for use on or in connection with a program, but where there is neither payment in consideration for broadcast exposure of the service or property, nor an agreement for identification of such service or property beyond its mere use on the program [3]

10. Free books or theater tickets are furnished to a book or dramatic critic of a station. The books or plays are reviewed on the air. No announcement is required. On the other hand, if 40 tickets are given to the station with the understanding, express or implied, that the play would be reviewed on the air, an announcement would be required because there has been a payment beyond the furnishing of a property or service for use on or in connection with a broadcast.

11. News releases are furnished to a station by government, business, labor and civic organizations, and private persons, with respect to their activities, and editorial comment therefrom is used on a program. No announcement is required.

[3] In each of the examples listed under this heading, an announcement would appear to be required under the Commission's Mar. 16, 1960, Public Notice.

12. A government department furnishes air transportation to radio newscasters so they may accompany a foreign dignitary on his travels throughout the country. No anouncement is required.

13. A municipality provides street signs and disposal containers for use as props on a program. No announcement is required.

14. A hotel permits a program to originate on its premises. No announcement is required. If, however, in return for the use of the premises, the producer agrees to mention the hotel in a manner not reasonably related to the use made of the hotel on that particular program, an announcement would be required.

15. A refrigerator is furnished for use as part of the backdrop in a kitchen scene of a dramatic show. No announcement is required.

16. A Coca-Cola distributor furnishes a Coca-Cola dispenser for use as a prop in a drugstore scene. No announcement is required.

17. An automobile manufacturer furnishes his identifiable current model car for use in a mystery program, and it is used by a detective to chase a villain. No announcement is required. If it is understood, however, that the producer may keep the car for his personal use, an announcement would be required. Similarly, an announcement would be required if the car is loaned in exchange for a mention on the program beyond that reasonably related to its use, such as the villain saying: "If you hadn't had that speedy Chrysler, you never would have caught me."

18. A private zoo furnishes animals for use on a children's program. No announcement is required.

19. A university makes one of its professors available to give lectures in an educational program series. No announcement is required.

20. A well-known performer appears as a guest artist on a program at union scale because the performer likes the show, although the performer normally commands a much higher fee. No announcement is required.

21. An athletic event promoter permits broadcast coverage of the event. No announcement is required in absence of other payment by the promoter or agreement to identify in a manner not reasonably related to the broadcast of the event.

D. Where service or property is furnished free for use on or in connection with a program, with the agreement, express or implied, that there will be an identification beyond mere use of the service or property on the program[4].

22. A refrigerator is furnished by X with the understanding that it will be used in a kitchen scene on a dramatic show and that the brand name will be mentioned. During the course of the program the actress says: "Donald, go get the meat from my new X refrigerator." An announcement is required because the identification by brand name is not reasonably related to the particular use of such refrigerator in this dramatic program.

23. (*a*) A refrigerator is furnished by X for use as a prize on a giveaway show, with the understanding that a brand identification will be made at the time of the award. In the presentation, the master of ceremonies briefly mentions the brand name of the refrigerator, its cubic content, and such other features as serve to indicate the magnitude of the prize. No announcement is required because such identification is reasonably related to the use of the refrigerator on a giveaway show in which the costly or special nature of the prizes is an important feature of this type of program.

(*b*) In addition to the identification given in (*a*) above, the master of ceremonies says: "All you ladies sitting there at home should have one of these refrigerators in your kitchen," or "Ladies, you ought to go out and get one of these refrigerators." An announcement is required because each of these statements is a sales "pitch" not reasonably related to the giving away of the refrigerator on this type of program.

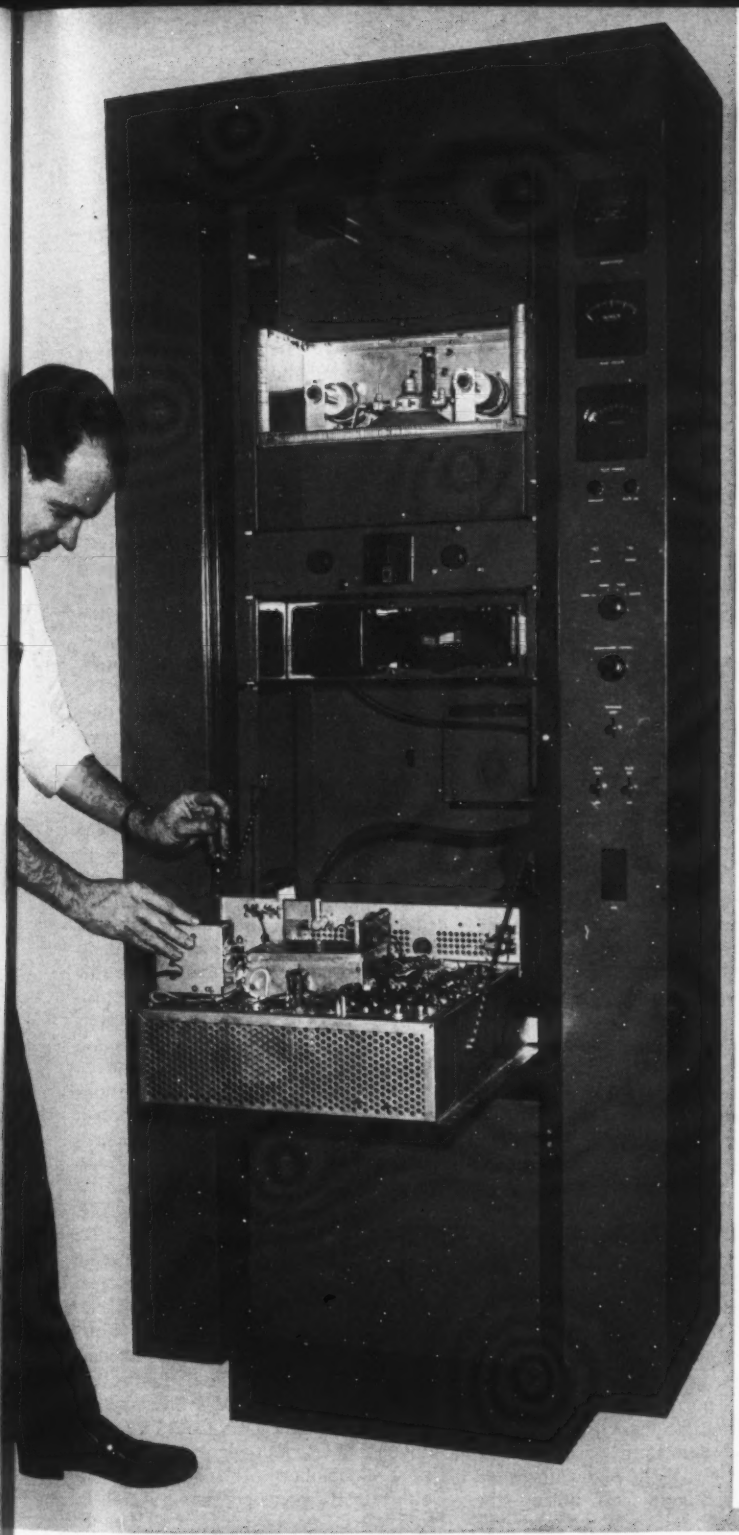
The significance of the distinction between the identification in (*a*) and that in (*b*) is, that in (*a*) it is no more than

[4] Of course, in all these cases, if there is payment to the station or production personnel in consideration for the exposure, an announcement is required.

HOW THE FINE PROVISION WOULD WORK

Here's the procedure that would be followed in cases where the FCC imposed monetary forfeitures on a broadcaster under amendments being drafted by the Pastore subcommittee and FCC staffs, with drafting help from witnesses:

The FCC would notify the licensee of its intention to impose a forfeiture, specifying the rule or law allegedly violated; the broadcaster would be allowed to reply, denying the charges and asking that they be dropped and spelling out his reasons therefor; if the broadcaster denied the charge and the FCC still intended to impose the forfeiture, it would so notify him and he would be allowed to request cancellation of or reduction in the amount of the forfeiture; if the FCC refused this request the agency would then so notify the broadcaster and impose the fine (payable to the U.S. Treasury); if the broadcaster refused to pay the fine, the FCC then could take the case to a federal court for collection; the court would hold a *de novis* trial; namely, a "new" trial which would make findings on both the violation alleged and whether the forfeiture were excessive.



RCA's NEW 1 KW FM Transmitter

ideal choice for truly economical FM operation!

SINGLE TUBE POWER AMPLIFIER keeps operating costs low. Actually there are only three basic elements in this new 1 KW transmitter: the standard RCA FM exciter, the power supply, and the single PA stage. Combined with RCA's complete line of FM antennas, the BTF-1D should be your first choice for truly economical FM operation.

STEREO MULTIPLEXING or dual subchannel operations are economically obtained by adding RCA subcarrier generators. The BTF-1D always produces a full fidelity signal with low distortion and noise for both conventional and multiplex operation.

A BUILDING BLOCK UNIT, this new 1 KW transmitter can easily be expanded to 5, 10, or 20 KW just by adding higher power amplifiers.

YOUR NEAREST RCA BROADCAST REPRESENTATIVE will gladly help you select the best equipment for your installation. See him for the details, or write to RCA, Dept. KC-22, Broadcast and Television Equipment, Building 15-1, Camden, New Jersey.

EASY TO SERVICE: Easy access to all components from front and rear. The exciter unit tilts out as shown from the front to expose all components. All tuning controls are on the right front panel.

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The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA

the natural identification which a broadcaster would give to a refrigerator as a prize if he had purchased the refrigerator himself and had no understanding whatever with the manufacturer as to any identification. That is to say, in situation (*a*), had the broadcaster purchased the refrigerator he would have felt it necessary, in view of the nature of the show, adequately to describe the magnitude of the prize which was being given to the winner. On the other hand, the broadcaster would not, where he had purchased the refrigerator, have made the type of identification in situation (*b*), thus providing a free sales "pitch" for the manufacturer.

24. (*a*) An airplane manufacturer furnishes free transportation to a cast on its new jet model to a remote site, and the arrival of the cast at the site is shown as part of the program. The name of the manufacturer is identifiable on the fuselage of the plane in the shots taken. No announcement is required because in this instance such identification is reasonably related to the use of the service on the program.

(*b*) Same situation as in (*a*), except that after the cameraman has made the foregoing shots he takes an extra closeup of the identification insignia. An announcement is required because the closeup is not reasonably related to the use of the service on the program.

25. (*a*) A station produces a public service documentary showing development of irrigation projects. Brand X tractors are furnished for use on the program. The tractors are shown in a manner not resulting in identification of the brand of tractors except as may be recognized from the shape or appearance of the tractors. No announcement is required since the identification is reasonably related to the use of the tractors on the program.

(*b*) Same situation as in (*a*), except that the brand name of the tractor is visible as it appears normally on the tractor. No announcement is required for the same reason.

(*c*) Same situation as in (*b*), except that a closeup showing the brand name in a manner not required in the nature of the program is included in the program, or an actor states: "This is the best tractor on the market." An announcement is required as this identification is beyond that which is reasonably related to the use of the tractor on the program.

26. (*a*) A bus company prepares a scenic travel film which it furnishes free to broadcast stations. No mention is made in the film of the company or its buses. No announcement is required because there is no payment other than the matter furnished for broadcast and there is no mention of the bus company.

(*c*) Same situation as in (*a*), except

NAB's WASILEWSKI
Cites 'loss of face' penalty

that a bus, clearly identifiable as that of the bus company which supplied the film, is shown fleetingly in highway views in a manner reasonably related to that travel program. No announcement is required.

(*c*) Same situation as in (*a*), except that the bus, clearly identifiable as that of the bus company which supplied the film, is shown to an extent disproportionate to the subject matter of the film. An announcement is required, because in this case by the use of the film the broadcaster has impliedly agreed to broadcast an identification beyond that reasonably related to the subject matter of the film.

27. (*a*) A manufacturer furnishes a grand piano for use on a concert program. The manufacturer insists that enlarged insignia of its brand name be affixed over normal insignia on the piano. An announcement is required if an enlarged brand name is shown.

(*b*) Conversely, if the piano furnished has normal insignia and during the course of the televised concert the broadcast includes occasional closeups of the pianist's hands, no announcement is required even though all or part of the insignia appears in these closeups. Here the identification of the brand name is reasonably related to the use of the piano by the pianist on the program. However, if undue attention is given the insignia rather than the pianist's hands, an announcement would be required.

CONTINUED from page 81

Payola compromise bill is in sight

other safeguards to avoid FCC prejudgment of guilt and imposition of double penalties for the same offense and to afford opportunity for a fair hearing.

AFM's Mr. Ballard proposed that the bill be amended to include a requirement that sound tracks and background music recorded by musicians in other countries and carried on U.S. radio and tv programs be identified on the air as foreign in origin and that members of the general public be allowed to intervene in application proceedings before the FCC. He also asked that Congress express its sense that broadcasters have a duty to foster "the arts."

Sen. Pastore said such proposals, though they may have merit, have no chance of being added to S 1898 during this short session of Congress and that a more complete investigation should be made at some time in the future.

ACLU's Mr. Speiser urged passage of S 1898 as is. He said he'd like to see the suspensions and forfeitures left in the bill as they are. The FCC's procedures have been inadequate, he said. He also felt mandatory hearings should be required locally for license renewals and that stations be required to inform listeners of the broadcasters' obligations under the provisions of the Communications Act.

Statements opposing the suspensions and forfeitures, as presently proposed, were filed by the following broadcasters, radio-tv organizations and individuals representing state associations:

ABC; CBS; NBC; Lawrence H. Rogers II, Taft Broadcasting Co.; Lincoln W. Miller, KIRO-TV Seattle; Robert H. Temple, KREM Spokane; J. Chester Gordon and E. Ournelle, KBYR Anchorage and KFRB Fairbanks, both Alaska; Norman Fletcher, KNOC Natchitoches, La; Ewing C. Kelly, KCRA-AM-TV Sacramento; Richard P. Hogue, KXTV (TV) Sacramento; J.G. Paltridge, KFAX San Francisco; Robert M. Light, Southern California Broadcasters Assn.; Ralph L. Hooks, KDLA DeRidder, La.; Lee P. Bishop, KORE Eugene, Ore.; Tim Elliot, WICE Providence; Joe M. Leonard Jr., Texas Assn. of Broadcasters.

Invitation ■ ABC said license suspension power would be "an open invitation" to the FCC to use this sanction as a "club" where it disagrees with a station's overall programming but is unable to point to a specific violation of rules or statutes. This, ABC said, is the "entering wedge" to censorship

and thought control and the first step to "government absolutism."

CBS noted the FCC apparently has never used its cease and desist powers until this year. License suspension, CBS said, would deprive the public and the advertiser of service as well as the broadcaster. There is no need for the suspension power, anyway, CBS said, because the rest of S 1898 should correct the abuses with which the House Legislative Oversight Subcommittee has been concerned. On forfeitures, CBS said imposition of money penalties is a task traditionally left to the courts and "we believe it should remain there."

NBC said it has no opposition to FCC power to impose money forfeitures, but thinks the bill is deficient in procedural safeguards. No fine should be imposed without notice and hearing, with the right to appeal the decision, NBC said.

On suspensions, NBC said the penalty to the public is greater than that to the broadcaster and is worse than revocation, because in the latter case a new licensee can begin operation to replace the old service, whereas suspension results in a lapse of service. Suspensions and forfeitures are duplicative of each other, though suspensions are worse for the public, NBC said.

FTC cites success in payola campaign

Reports that the Federal Trade Commission had about come to the end of its high geared campaign against payola in radio and tv (BROADCASTING, July 25) were confirmed last week.

In a news interview, FTC Chairman Earl W. Kintner said that payola "has been pretty well stamped out" due to the agency's activities in bringing unfair trade practice complaints against record manufacturers and distributors. He expressed the view that record makers and distributors had "fallen in line," but warned that if the practice cropped up again the commission would renew its drive.

The FTC also announced last week that consent orders had been entered into with four record manufacturers and two distributors which prohibit the under-the-counter practice.

The companies: Am-Par Record Corp. and affiliated Pamco Music Inc., New York; Hull Records Inc., New York; Nashboro Record Co., North Nashville, Tenn.; Specialty Records Inc. and its affiliated Specialty Records Sales Co., Hollywood; Garmisa Distributing Co. and Garmisa Inc. of Wisconsin, Chicago; Portem Distributing Inc., New York. Am-Par Record Corp. and Pamco Music Inc. are owned by American Broadcasting-Paramount Theatres Inc.

In addition to being charged with making payola payments to disc jockeys and other employes of broadcast stations, Specialty Records Inc. also was charged with paying off to a radio station.

The consent orders require that public disclosure must be made if records are played on the air because of payment to employes or stations.

Carter tells FTC ad license is must

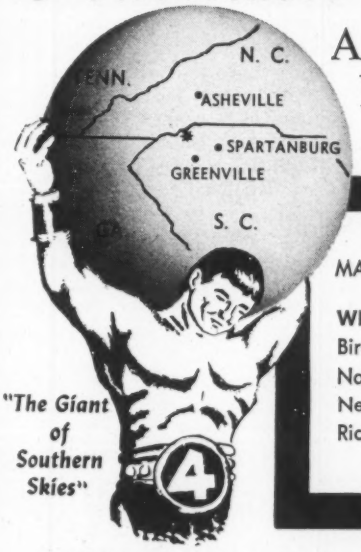
"Photographic license" in television commercials is necessary, Carter Products Inc. told the Federal Trade Commission last week, answering a government false advertising complaint against its shaving cream product, "Rise."

The FTC challenged a Rise tv commercial on June 15 (BROADCASTING, June 27). The government agency claimed that the commercial showed a man shaving with a competing product which appeared to dry out on his face and cause him discomfort. When he used Rise it appeared to remain moist and creamy. The competing lather, FTC

Dominance . . . IN GREENVILLE — SPARTANBURG — ASHEVILLE

A GIANT Market ranking with Birmingham, Nashville, New Orleans and Richmond*

Here's the comparison, from TELEVISION Magazine Data Book, March 1960 (Note: Add (000) to all figures).



"The Giant of Southern Skies"

MARKET	TELEVISION HOMES	TOTAL HOMES	POPULATION	RETAIL SALES
WFBC-TV	**394.5**	**502.4**	**1,971.6**	**$1,517,766**
Birmingham	427.3	549.1	2,096.6	1,724,231
Nashville	345.2	463.4	1,731.4	1,426,693
New Orleans	383.4	468.8	1,710.7	1,556,221
Richmond	272.5	329.2	1,315.5	1,266,846

DOMINANCE IN THE RATINGS!

Beginning in 1953, WFBC-TV was first to serve all three metro areas of Greenville, Spartanburg and Asheville. From sign-on to sign-off, WFBC-TV has dominated every major survey covering these three areas.

NBC

CHANNEL 4

WFBC-TV

GREENVILLE, S. C.

Represented Nationally by

AVERY-KNODEL, INC.

Ask the Station or our Representatives for complete information, rates, and availabilities in the "Giant Market"

said, was not a shaving product at all but a special formulation prepared for the demonstration.

Denying that the demonstration was deceptive, Carter asserted that "The members of the purchasing public, who also constitute the viewing audience, are not so naive or easily misled so as not to realize that certain photographic license must be taken in many instances in order to represent various situations within the time and other limitations imposed by television commercial photography."

The company called attention to special effects required to be used in tv demonstrations of hair waving products, cake and dessert mixes, cosmetics, laundry soaps and detergents "and a host of other products."

The challenged tv commercial has been permanently withdrawn, Carter Products said. It asked that the complaint be dismissed. In addition to the company, the FTC complaint was directed at its advertising agency, Sullivan, Stauffer, Colwell & Bayles, and the account executive, S. Heagan Bayles.

UNDER ITS WING

FCC to help boosters come legally to flock

A bureaucratic government agency with a heart and the ability to understand the problems of the little man.

If that definition does not fit the average broadcaster's private opinion of the FCC, that agency showed last week that it is willing to meet the vhf translator (or booster) operators more than halfway. The commission said that it will send representatives into the field to explain what steps are necessary for the vhf operations, previously termed illegal, to come into the good graces of the law.

Vhf translators were authorized July 28 by the commission, which also provided for "grandfather" recognition of those stations built illegally (BROADCASTING, Aug. 1). Beginning Aug. 23, three representatives from the commission will be in the Far West for 10 days to explain what steps are necessary to meet the new vhf translator needs.

Dee Pencock of the general counsel's office and engineer Mac Parker from Washington and one man from various FCC field offices will make the trip. Their tentative itinerary: Aug. 23—Prescott, Ariz.; Aug. 24—Pueblo, Colo.; Aug. 25—Casper, Wyo.; Aug. 27—Miles City, Mont.; Aug. 29—Great Falls, Mont.; Aug. 30—Wenatchee, Wash.; Sept. 1—Redmond, Ore.; Sept. 2—Pocatello, Idaho; Sept. 3—Salt Lake City.

The commission said that it appreciates that operators of presently unlicensed boosters are not familiar with FCC rules and procedures, that their stations are located in remote areas and that they will need a reasonable time to convert to the new rules. Consequently, the FCC staffers will meeet with the operators in their locale to distribute copies of the translator rules, necessary application forms and instructions for completion of the "simple" interim authorization form. Messrs. Pencock and Parker also will explain steps which must be taken to comply with regular licensing requirements and answer related questions.

The Reqiurements ■ Principal points of the new rules provide that:

(1) A maximum of 1 watt power will be authorized and provision must be made for on-off control and automatic cut-off.

(2) Application for interim operation of those vhf boosters already constructed, using present power and facilities, must be filed by Oct. 31.

(3) Application for a license indicating compliance with the vhf translator rules must be filed by Feb. 1, 1960.

(4) All vhf translators must be in complete compliance with the rules by Oct. 31, 1961. Operation thereafter will be permitted only under a regular license.

The translators must not cause interference to regular tv stations and must receive permission of the stations repeated. Commission engineers estimate that actual effective radiated power of the translators using directional antennas will reach 10 watts and send a signal approximately 15-20 miles. Their interference range, however, will cover up to 100 miles, it was pointed out. Interference problems among the vhf translators must be resolved by the licensees themselves.

James Beamer of Livingston, Mont., president of the Tri-State Repeater Assn., is arranging the western trip by the commission staffers.

Move to 70 channels would take 5-10 yrs.

A proposal for "a gradual change-over" to an all uhf, 70 channel television system which would include pay tv, has been presented to the FCC by the American Civil Liberties Union.

The ACLU policy statment, adopted by its board of directors, was contained in a letter to FCC Chairman Frederick W. Ford last week. The proposal recommends that the change-over to all uhf should take place over a five to ten year period, retaining existing vhf facilities until the change is completed.

The proposal, ACLU said, is based "upon our conviction, that under the First Amendment, the public is entitled to view a wide diversity of programs in the public affairs, religious, educational, cultural and informational fields . . . available to all possible types of broadcasting" including subscription and pay television. A 70 channel uhf system "should provide" all types of programming, ACLU said. "For the government to deny the public a wider choice of tv fare than it now has," the union asserted, "would be an unpardonable confession of defeat."

The letter enthusiastically endorsed the commission's New York uhf study (BROADCASTING, April 25).

Don't Wait ■ The ACLU asked the commission not to wait until "every technical difficulty" is solved before asking Congress to pass enabling legislation. "We entertain the hope," the union asserted, "that the commission is now envisaging a change-over to a 70 channel uhf system. . . ." A period of from five to ten years would give set owners and manufacturers time to adjust to uhf and would allow time for further research.

In a related development, Blonder-Tongue Labs Inc., Newark, N.J., a major manufacturer of uhf converters, told the commission that its uhf test program, which is limited to 100 receivers of superior quality, "will probably do no more than confirm the already available technical facts." The company said that the problem is not one where "we have to establish technical feasibility of uhf, but whether the low public esteem into which uhf has fallen can be overcome by this new test program."

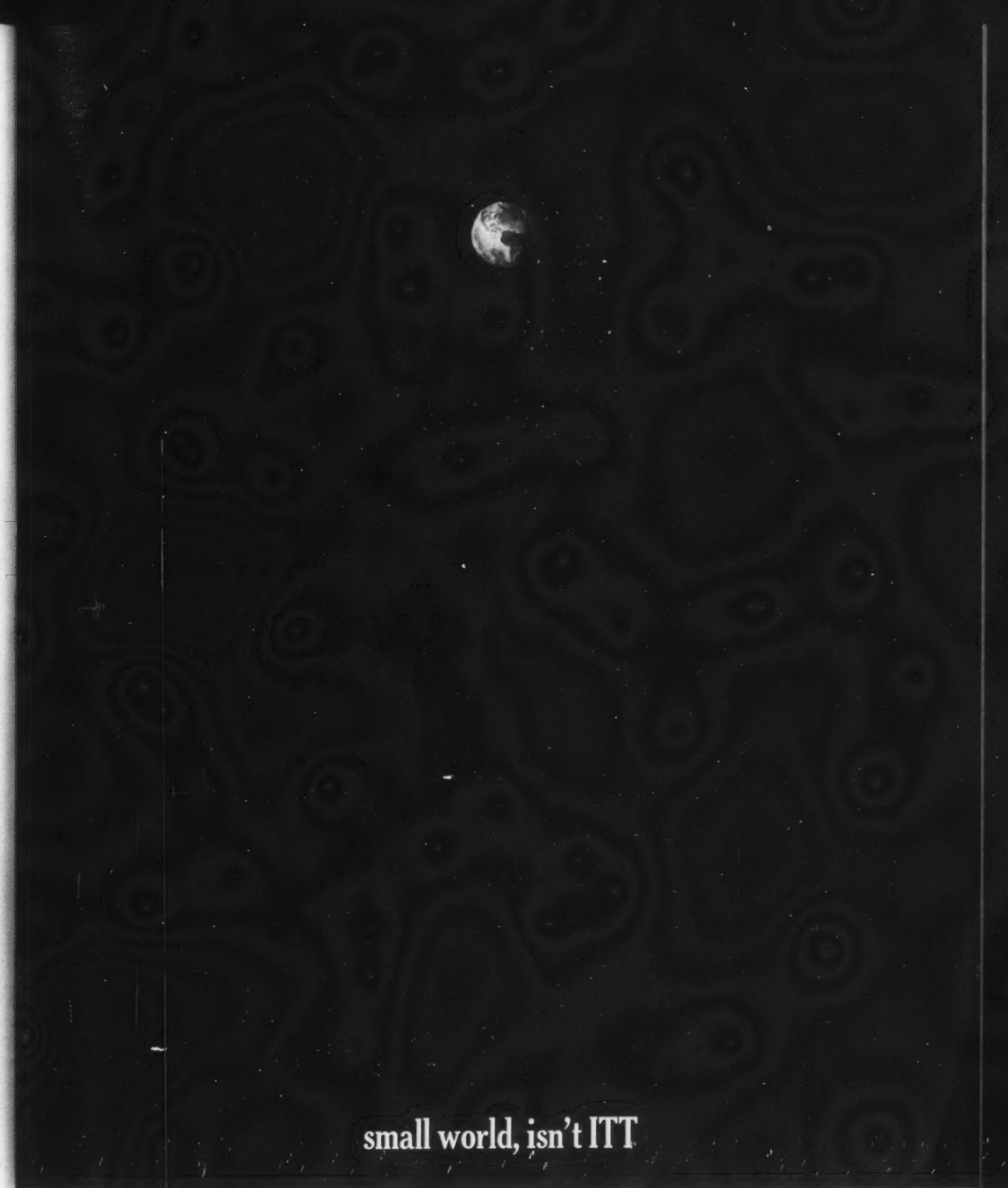
The company asserted that an ex-extensive publicity program and programming of new forms "of high grade entertainment not now available" would capture an enthusiastic New York audience during the test.

Commissioner Lee again stressed last week that the New York uhf study was "a technical test, not a program test." He said that current plans call for the use of network programming and "possibly" some independent as well.

The commissioner said that as far as the goals of the study are concerned, "if we get nothing more than improvement in receiving equipment for existing use from the New York project, it will still have been worth the effort."

African problem

The countries of the free world must help the new nations of Africa establish modern communications, Francis Colt DeWolfe, chief of the State Dept.'s telecommunications division, told a national symposium on global communications a fortnight ago. He said the International Communications Union soon will have 20 new members from Africa.



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Name it. If it's a Communications system other than smoke signals, the ITT organization is set to invent it, develop it, equip it or oversee its installation anywhere in the world. When it comes to research and development of electronic complexities like trans-satellite television, worldwide . . . when it comes to air and marine communications equipment and systems . . . when it comes to data processing and data transmission systems or military-space electronics...when it comes to bringing Here closer to There and thereby making our world smaller...you come to ITT.

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HARRIS ON 315
Warns of opposition in House to suspension

S. J. Res. 207, which would suspend Sec. 315 for the 1960 presidential campaign, faces the opposition of "a number of members of the House," Rep. Oren Harris (D-Ark.) warned last Saturday (Aug. 13).

Speaking before the Arkansas Broadcasters Assn. in Little Rock, the chairman of the House Commerce Committee said that many of his colleagues had ". . . expressed their misgivings to me with respect to this resolution." However, he said in his prepared text, that because of the "difficult problems" involved in writing permanent legislation, "it might be best" for the equal time provisions of the Communications Act to be suspended for the present presidential campaign.

"Then," Rep. Harris said, "we could see how things work out and try again during a later Congress to write permanent legislation." He did not explain the type of "permanent legislation" he had in mind. "Admittedly, the present Sec. 315 still produces some undesirable results, as was demonstrated by the recent Lar Daly appearance which constitutes a clear abuse of the equal time requirement," he stated.

"I believe, even under the present law it should be possible for the FCC to call into question the good-faith character of the candidacy of those permanent candidates for any office at all who indulge in the habit of becoming candidates for the thrill of getting free time on radio and tv."

Rep. Harris' committee is scheduled to meet informally on S. J. Res. 207 this week, with the House resuming its session today (Monday) following the convention recess. It is scheduled to go to the floor for action next week. The resolution passed the Senate in late June.

Suspension and Revocation ■ The Arkansas Democrat also discussed several other communications bills pending before Congress, with emphasis on S. 1898. Although this measure bears a Senate designation, most of its provisions were drafted by Rep. Harris as a result of the investigations of the Legislative Oversight Subcommittee, which he also heads.

The most controversial of its provisions authorizes the FCC to suspend and fine broadcast licensees (see story, page 80). Rep Harris said that the threat of suspension and forfeitures is desirable because it may serve to bring about better industry-wide observance of codes of good conduct.

"Broadcasting in the public interest requires . . . voluntary adherence to industry codes of good practices worked out by responsible members and organizations of the industry on a voluntary, cooperative basis," he said. "The threat of revocation has proven ineffectual to secure voluntary cooperation by (recalcitrant) members in the broadcasting industry because the threat of revocation has not been very real."

On other matters, Rep. Harris said that his committee may hold more hearings on pay tv next year and that action may be taken by the next Congress on spectrum control legislation ". . . if the incoming President helps us to knock some departmental heads together." He said that the FCC would be called to testify on bills pending to extend the hours of daytime stations and that he would make a "sincere effort" to solve this problem.

Socialists 315 bid vetoed by Comr. Lee

The Socialist Labor Party is not entitled to "equal time" for its presidential candidate, an FCC board composed of one commissioner—Robert E. Lee—ruled last week.

Commissioner Lee wrote Arnold Peterson, national secretary of the party, that the radio-tv networks and WNEW New York were within their rights in refusing to grant the party free time because they had carried the acceptance speeches of the Democratic presidential and vice presidential candidates. The broadcasters had denied the Socialist Labor request for time on the grounds their broadcasts from the Democratic convention were coverage of a "newsworthy event," which were exempted by Sec. 315 of the Communications Act.

The fair presentation provision of the act relates to issues, Commissioner Lee said, and without passing on whether "issues" had been given equal treatment he stated that no showing has been made that the networks and WNEW failed to comply with Sec. 315.

Committees readied for N.Y. uhf study

Members of the General Advisory Committee, composed of members of the television industry engaged to help in the FCC New York uhf study, met with the commission's Chief Engineer Edward Allen last week to set up industry committees in specific research areas.

The committees—receiver, transmitter, analysis, observation and measurement—will contain an approximate total of 80 industry members and will be headed by FCC personnel. No industry names have been disclosed, but an FCC spokesman said that "invitations have already been sent out as the result of agreement reached between the chief engineer and industry advisory over who shall participate."

The spokesman said that the names of industry representatives who will serve on the various committees will not be disclosed "until all invitations have been acknowledged."

The commission has, however, announced the members of its staff assigned to head the committees. Arnold Skrivseth, assistant chief, technical research division, will head project activity under the direction of Mr. Allen. Jules Deitz and George Waldo, both of the technical research division, will head the receiver and analysis committees respectively. Dan Hutton, FCC engineer, will head the observation and measurement committee.

A meeting of the transmitter committee, which will discuss problems inherent in installing the antenna atop the Empire State Building, has been scheduled for next week. A main stumbling block has been the possibility of interfering with existing tv signals atop the building by installing the uhf antenna.

Proxmire follows up on Capitol incident

Sen. William Proxmire (D-Wis.) last week introduced legislation which would prohibit the FCC from giving a civic participation preference to any applicant because one or more of its principals are members of Congress. He offered an amendment to S 1734, which deals with hearing cases before the commission and currently is pending on the Senate calendar.

The senator became incensed six weeks ago when it was disclosed that a hearing examiner had awarded a preference for civic participation to Capital Cities Television Corp (WTEN [TV]) in a comparative hearing for ch. 10 Albany (BROADCASTING, June 27). In detailing this preference, the examiner said that "it cannot be ignored" that five Capital Cities minority stockholders are members of congress.

Sen. Proxmire would add the following sentence to Sec. 308(b) of the Communications Act: "In considering the application made by any person for any construction permit or station license, the commission may not consider as a factor favoring the granting of that application the fact that such applicant is a member of Congress or the fact that any member of Congress has any direct or pecuniary interest in the applicant."

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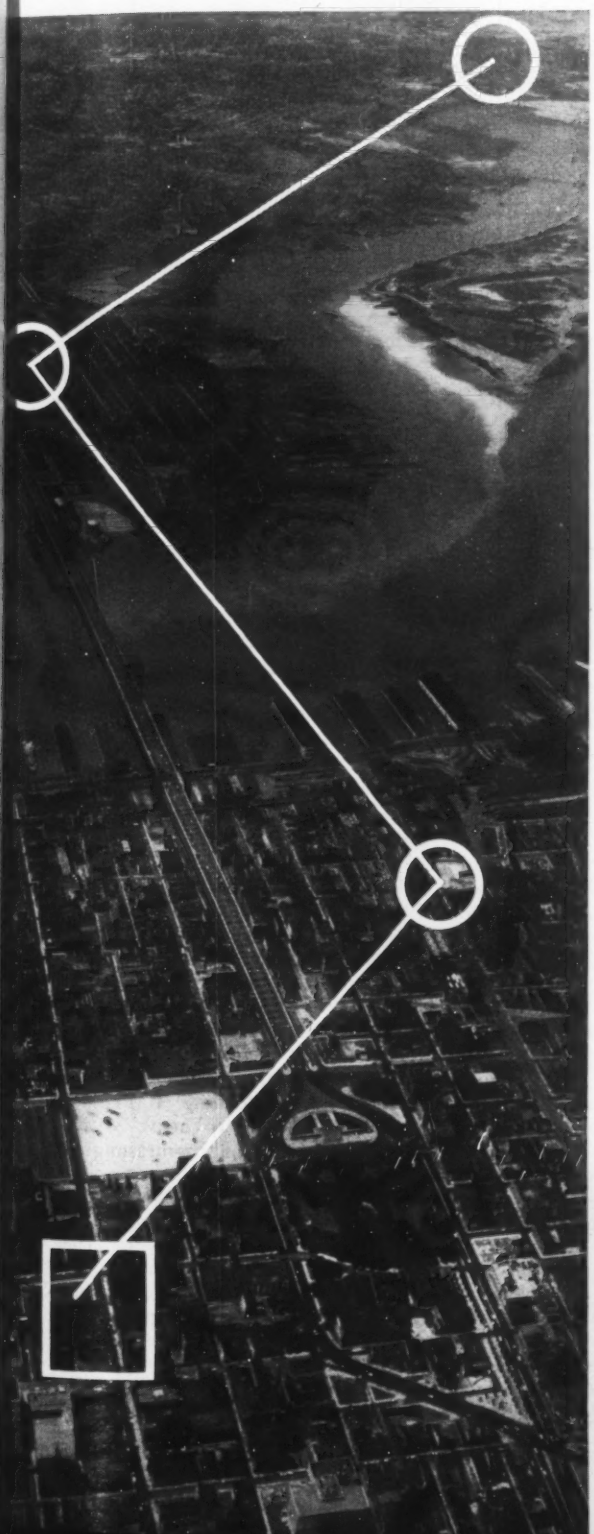


PHILCO TV MICROWAVE SYSTEMS

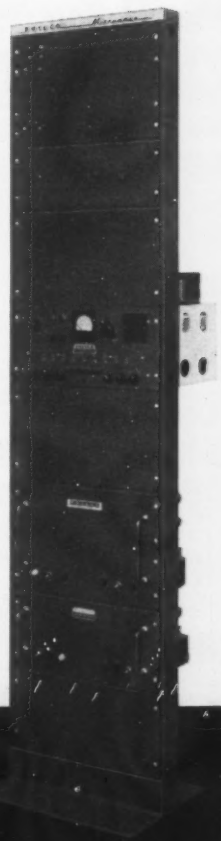
... for industrial and educational use, for community TV and S-T-L relay

Philco microwave provides stable, broad band transmission—equally applicable to closed circuit TV for educational and industrial use, and for community TV and S-T-L relay of NTSC compatible color or monochrome signals, plus full audio channel. With 1 full watt output, built-in metering and test circuits, fully automatic standby . . . Philco systems *assure* dependable, unattended, continuous operation. And, of course, Philco microwave TV relay systems are "tailor-made"—designed, engineered and installed to meet each specific requirement with maximum efficiency and maximum economy.

Why not discuss your specific requirements with Philco engineers? Inquire, too, about:

PHILCO TURNKEY SERVICES
Site Surveys • System Planning
Installation • Field Service

GOVERNMENT & INDUSTRIAL GROUP
4700 Wissahickon Ave., Philadelphia 44, Pa.
In Canada: Philco Corporation of Canada, Ltd., Don Mills, Ont.

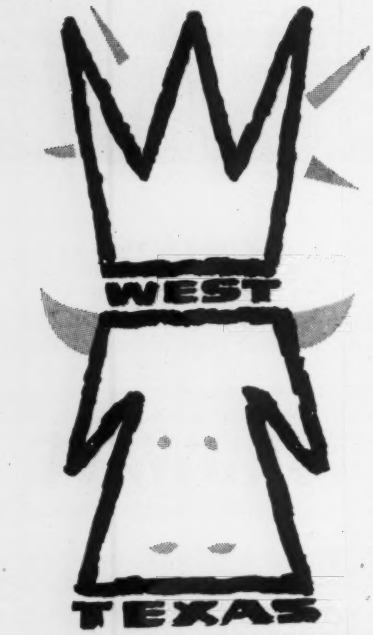


PHILCO TLR-6 TRANSMITTER

• Operates in 5900 mc to 7125 mc bands • Highly reliable, unattended operation • Simplified maintenance • NTSC compatible color or monochrome • 1 full watt output • Full 15 KC audio channel multiplexing • Automatic standby • Built-in metering and test circuits.

PHILCO

Famous for Quality the World Over



Television Network

4 big markets with 1 purchase!

KDUB-TV LUBBOCK, TEXAS
KEDY-TV BIG SPRING, TEXAS
KPAR-TV ABILENE - SWEETWATER
KVER-TV CLOVIS, NEW MEXICO

NATIONAL REPRESENTATIVE THE BRANHAM COMPANY

W. D. "Dub" Rogers, President and Gen. Mgr

Fresno assails FCC for deleting its vhf

The city, county and school district of Fresno, Calif., last week accused the FCC of "arbitrary and capricious" action in deleting that city's only vhf channel. Making Fresno all uhf would deprive its citizens of high-quality vhf service and impose additional expenses upon them, the three petitioners complained in a joint petition for reconsideration.

Last July 8, the FCC made Fresno an all uhf market by deleting ch. 12 and adding ch. 30 from Madera, Calif. (AT DEADLINE, July 11). KFRE-TV, now licensed on ch. 12, was given until April 15, 1961, to shift to ch. 30. Also operating in Fresno are ch. 24 KMJ-TV and ch. 47 KJEO-TV.

In the petition last week, Fresno city and county said that the rulemaking was instituted so that the city's two uhf stations could compete effectively and continue operations. "Four years after the initiation of the proceedings, these stations are still on the air and no intimation has been made that they are not able to effectively compete with the existing vhf station," Fresno stated.

The "fallacy" of the FCC approach is best illustrated by the fact that the FCC, in moving to deintermix the California San Joaquin Valley, is unable to determine what to do with chs. 12 and 10, the petition said. Rulemaking now is underway, with comments due Sept. 6, to delete ch. 10 from Bakersfield, making that city all uhf also.

Proper action, Fresno maintained, would be for the FCC to reduce cochannel vhf mileage separations in zone II from 190 to 170 miles, current separation requirements in the eastern half of the U.S. "Only in this way can Fresno and the San Joaquin Valley be treated in the same fair, equitable and efficient manner as the commission has treated all other areas of the U.S.," the petition concluded.

They also asked for—and were promptly turned down by motions Commissioner Robert E. Lee—a stay of the Fresno decision pending final determination of rulemaking to make Bakersfield, Calif., all uhf. Commissioner Lee ruled that the petitioners had failed to show that "irreparable injury" will result if the stay is denied.

EQUIPMENT & ENGINEERING

STEREO STUDY
Engineers complete tests of fm systems

Radio engineers have completed testing six stereophonic systems of fm broadcasting and are correlating their charts, it was announced last week.

The results will be handed over for correlation and presentation to a committee of the National Stereo Radio Committee of the Electronic Industries Assn. This committee is headed by Norman Parker of Motorola Inc.

After review by this committee, the data will be submitted to the FCC.

The six fm stereo systems which were field tested at the request of the FCC are those of Electronics Music Industries Ltd., Crosby-Teletronics Corp., General Electric Co., Zenith Radio Co., Multiplex Development Corp. and Calbest Electronics Co.

The tests measured transmission and reception of the systems. They also evaluated monophonic receiver compatibility. Three signal levels were used—1,000, 200 and 50 microvolts input to receiver.

A specially prepared musical program was test broadcast for subjective evaluation on both stereophonic and monophonic receivers.

All transmissions were made over a special experimental station using the facilities of KDKA-FM Pittsburgh.

The tests were under the direction of Panel 5 of the NSRC. Chairman of Panel 5 is A. Prose Walker, NAB engineering chief. Two FCC observers were present throughout the tests—Harold Kassens, Broadcast Bureau, and John Robinson, Chief Engineer's office. FCC Commissioner Robert T. Bartley was present on the final night of the tests.

Color tv fast-growing, RCA tells tv dealers

Color television has passed the $100 million-a-year point, John L. Burns, president of RCA, told the Institute of Management of the National Appliance & Radio-TV Dealers Assn. in Washington last week.

That figure covers current retail volume on color receivers, tubes and other equipment, servicing and local independent broadcasting. It took six years for color tv to arrive at that point, Mr. Burns said, contrasting the record with 12 years taken by the American automobile industry to reach $100 million, 25 years for the aircraft industry and 40 years for the petroleum industry.

RCA's president listed recent color milestones in sales, technology and programming and went on to outline the next 15 years as a period of unprecedented growth for home electronics generally.

Fm radio production double 1959 figures

Radio manufacturers almost doubled the number of fm radios made in the first six months of 1960 compared to the same period in 1959. This was evident in first six months' production figures—442,535 fm radios made in January-June this year compared to 223,423 in same period last year—issued by the Electronic Industries Assn. last week.

Also increased was the manufacture of tv sets with uhf tuners—244,847 for half year 1960 compared to 180,443 same period last year.

Gains in the manufacture and retail sales of all elements of radio and tv receivers were also noted by EIA. The six-month figures follow:

Period	Production	Sales
Television		
Jan.-June 1960	2,963,044	2,657,527
Jan.-June 1959	2,782,715	2,263,957
Radio		
Jan.-June 1960	8,524,520	3,878,358
Jan.-June 1959	7,107,586	3,158,881

Note: Tv production includes tv receivers with uhf. Total radio production figures includes 3,323,092 auto radios as well as 442,535 fm sets. Radio sales excludes auto radios.

Zenith profits up as production rises

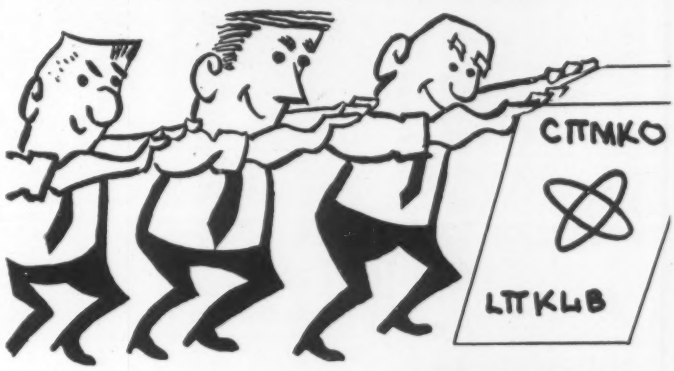
Zenith Radio Corp. reaped net consolidated profits of $5,309,465 (1.79 per share) on combined sales of $118,263,821 for the six-month period ended June 30, according to a report released Wednesday by Hugh Robertson, board chairman.

Profits jumped from $4,901,721 and sales from $106,862,800 during the same period last year. The company also reported net profits for itself and subsidiaries of $1,454,336 and sales of $50,118,845 for the second quarter of 1960. Quarterly figures for 1959 were $1,577,830 and $47,642,024, respectively. Sales for both the first six and last three months this year, primarily in civilian products, reflected new records for those periods.

Mr. Robertson reported a 13½% increase in unit factory shipments of Zenith tv receivers for the first half of 1960 and a 71% boost over those of two years ago. Factory shipments of radio receivers rose 24% over the same period in 1959.

Meanwhile, Zenith was beset last week with a strike of some 6,000 employes affiliated with the Independent Radionic Workers of America. They struck the company's four Chicago plants on Tuesday, leading to intervention by the Federal Mediation and Conciliation Service. The strike is said to be the first in Zenith's 40-year history.

GET THAT EXTRA



PUSH

You know that it's the extra push that makes the difference between an average campaign and a *"Red-Letter Success."* You get that EXTRA PUSH when you buy WOC-TV. WOC-TV effectively specializes in co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

This "togetherness" sells products in the nation's 47th TV market. More than 2 billion dollars in retail sales ring on the retailer's cash register Over 438,000 TV homes are within the 42 counties of WOC-TV's coverage area.

WOC TV channel 6

PRESIDENT Col. B. J. Palmer
VICE-PRES. & TREASURER D. D. Palmer
EXEC. VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D. Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pax Shaffer

THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

PETERS, GRIFFIN, WOODWARD, INC
EXCLUSIVE NATIONAL REPRESENTATIVES

To the National Advertiser, WOC-TV offers the greatest amount of local programming—over 33 hours each week — and the finest talent in the area put these programs across.

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

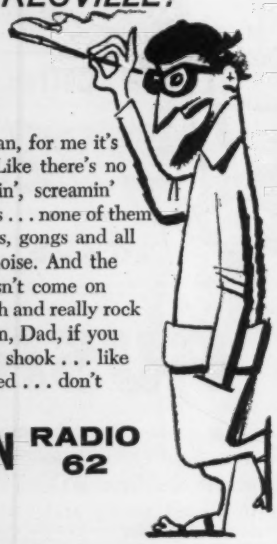
Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position**
company name
address
city *zone* *state*
Send to home address — —

* Occupation Required

man, that **WSUN RADIO** *is strictly from SQUARESVILLE!*



I mean, man, for me it's nowhere. Like there's no real swingin', screamin' announcers . . . none of them crazy sirens, gongs and all that cool noise. And the music doesn't come on with a crash and really rock you. I mean, Dad, if you want to be shook . . . like really rattled . . . don't listen to

WSUN RADIO 62

BUT . . .

If you want to reach the solid, I mean the really solid, like buyers . . .

"SUNNY" is the #1 ADULT WESTERN STATION*

**LIKE WEST FLORIDA, MAN!*

NO. 1 in adult listenership 24 hours a day! And WSUN delivers you the Tampa-St. Petersburg Market at the lowest cost per thousand *adult listeners!*

WSUN 620 KC

TAMPA-ST. PETERSBURG

Natl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS

FATES & FORTUNES

Broadcast Advertising

MR. SWERTFAGER

Walter M. Swertfager, formerly senior vp at Lennen & Newell, N.Y., joins Geyer, Morey, Madden & Ballard, that city, as senior vp and member of management group. Mr. Swertfager began career with Vacuum Oil Co. prior to its merger with Socony. He was associated with Lord & Thomas, as account executive; director of advertising, sales promotion, merchandising and pr at Seagram Distillers Corp., and assistant manager of N.Y. office of Ward Wheelock Co.

Donald Harris, formerly vp and associate media director for Benton & Bowles, N.Y., joins Fitzgerald Adv., that city, as vp and director of planning. **Edmund B. McCarthy** joins Fitzgerald as assistant to research director.

Charles A. Mittelstadt, vp and account service director at McCann-Marschalk, N.Y., named senior vp and management service director.

Dean M. Carpenter, Charles Gauss and **Roy Hilligoss** named vps at Klau-Van Pietersom Dunlap, Milwaukee. They become, respectively, copy director, assistant creative director, and audio-visual director.

Lawrence D. Reedy, consultant for American Assn. of Adv. Agencies, promoted to vp.

MR. LAURIE

John Laurie executive art director at BBDO, San Francisco, named vp. Mr. Laurie began his advertising career with BBDO in Minneapolis office in 1941. He was transferred to San Francisco in 1952 and named executive art director in 1958.

Ron E. Byrd joins M. M. Fisher, Chicago, as merchandising writer.

William McQuillan, formerly copy chief at Donahue & Coe, N.Y., joins Kenyon & Eckhardt, that city, as copy supervisor, automotive tv-radio group working on Comet, Mercury and Lincoln.

Bernard Mounty, formerly senior research supervisor at Ted Bates, N.Y., joins Lambert & Feasley, that city, as associate research director.

MR. HEEKIN

James R. Heekin appointed senior vp at Ogilvy, Benson & Mather, N.Y. He joined agency in April 1956 as account executive, was made vp and account supervisor in 1957. Mr. Heekin, who is head of firm's merchandising committee, was previously associated with Peck & Heekin, Cincinnati. He will continue as account supervisor.

Richard Olsen, formerly of William Esty, N.Y., joins media department of Doherty, Clifford, Steers & Shenfield, that city, as senior timebuyer.

Dr. Bevode McCall, sociologist, joins North Adv., N.Y., as advertising research supervisor. **John Mattimore,** formerly with Dept. of Anthropology, U. of Chicago, joins North as research analyst.

Martin Deane Wickett, formerly radio-tv timebuyer and account executive at Chapin-Damm, resigns to establish own agency, Martin Deane Wickett Adv., 1919 21st St., Sacramento.

Jeanette Le Brecht joins Grant Adv., N.Y., as media buyer. She had been director of print media for Cohen & Aleshire, that city.

George W. Head, manager of advertising and sales promotion for National Cash Register Co., Dayton, Ohio, named chairman of 1961 Advertising Week (Feb. 5-11).

MR. NEFF

Richard B. Neff joins Compton Adv., N.Y., as vp and senior group head in creative department. He formerly was with J. Walter Thompson, N.Y., as copywriter and group head on Stripe, Mentholatum, Kodak, Ford and J.B. Williams. Previously he was with Young & Rubicam N.Y., as copywriter on Rheingold Beer.

Clinton Carpenter, formerly copy supervisor at Dancer-Fitzgerald-Sample, N.Y., joins Street & Finney, that city, as copy chief.

Thomas C. Butcher joins Jim Nash Assoc., N.Y., industrial design firm, as board chairman and chief executive officer. Mr. Butcher was formerly president of Brown & Butcher, N.Y.

• **Donald Sauers,** formerly of Ted Bates, N.Y., joins Sullivan, Stauffer, Colwell & Bayles, that city, as copy group head.

Lawrence A. Nelson, in production department of MacManus, John & Adams, N.Y., promoted to assistant account executive on Dow Chemical.

Elizabeth Mitchell, member of media staff of BBDO, Los Angeles, for last three years, appointed media buyer on Rexall account.

Danny Kirk joins Goodwin, Dannenbaum, Littman & Wingfield, Houston, as director of radio and tv. Most recently he was radio-tv instructor at Baylor U.

John Roper appointed account executive in D. P. Brother's New York office on Delco Appliance Div. account.

MISS TRAGER

Millie T. Trager, formerly of Grey Adv., N.Y., rejoins Hazel Bishop Inc., that city, as advertising-promotion manager. Miss Trager was pr director and creative executive of HB and Raymond Spector Adv. from 1950-56. While at Grey, she was supervisor on Procter & Gamble account. Most recently, she was consultant to Columbia Pictures, N.Y.

Frank Camard, formerly account supervisor at O.S. Tyson, N.Y., joins pr department of Ketchum, McLeod & Grove, that city, as account executive.

Thomas David Tyson, formerly account executive with Feldman & Kahn Adv., Pittsburgh, joins Fuller & Smith & Ross, that city, on consumer durable goods division, Aluminum Co. of America.

Richard A. Dahl, formerly of Grey Adv., N.Y., joins Norman, Craig & Kummel, that city, as account executive on Colgate-Palmolive account service group.

Donald Daigh, formerly tv-radio director at Henderson Adv., Greenville, S.C., joins Lambert & Feasley, N.Y., as assistant tv-radio director.

Murray Goodwin, formerly creative group head at J. Walter Thompson, N.Y., joins C. J. La Roche, that city, as copy director.

Wilbur F. Cooper joins Fred Bock Adv., Akron, Ohio, as account executive and marketing specialist.

John Amodeo, formerly on sales staff of KELP El Paso, Tex., to White & Shuford Adv., that city, as radio-tv production manager.

Ralph N. Elsmo joins George Wright Hawkins Assoc., Baltimore, as pr counsellor. Previously, he was head of own agency there.

The Media

MR. RIETMAN

Robert B. Rietnan, formerly sales and commercial manager of WCPO Cincinnati, appointed general manager of WZIP, that city. He will be in charge of all departmental operations with emphasis on better programming of music, local news and community service.

Timothy R. Ives promoted from salesman and assistant to manager to station manager of WJBC Bloomington, Ill., Mr. Ives assumes managerial responsibilities from **Vernon Nolte,** who continues as executive vp of Bloomington Broadcasting Corp.

Verne Paule, general manager of WJPS Evansville, Ind., elected vp and member of WJPS Inc. He has been with station since it first came on air in 1948.

Hank Guzik, head of Guzik Assoc. Adv., San Diego, Calif., dissolves firm to become manager of KSON, that city. Previously, he was manager of XETV (TV) Tijuana, Mex.-San Diego. He succeeds Wilson Edwards, appointed national sales manager for Kenyon Brown Radio.

Thomas A. Sandenaw, sales manager of KOPR Butte, Mont., promoted to manager. Previously, he was vp of XX Broadcasting Corp. and sales manager of KXXL Bozeman, Mont.

Bill Bailey, operations manager of KVII-TV Amarillo, Tex., promoted to assistant manager. **Gene Lewis** named sales manager.

Jim Ramsburg, formerly general manager of KWKY Des Moines, Iowa, named national program director of Franklin Broadcasting Co., which op-

ON THE SPOT RECORDING *
MINITAPE
*t.m. reg.

Where you go, Minitape goes, with its own power and precision recording unit in one compact aluminum case. Sports, crime, special events ... no other recorder can do the job of Minitape. Quality equal to finest AC-operated units. Get all the facts about Minitape today!

• FULLY TRANSISTORIZED
• LIFETIME BATTERY
• FLAT TO 10,000 CYCLES

STANCIL-HOFFMAN CORP.
921 N. Highland Ave. • Hollywood 38, Calif.

Granted that there's more than one way to persuade a prospect. But if you sell to the mass market we recommend TV... and we recommend a station that lies close to the hearts of its audience because of its years of careful programming to the needs of its region. KOIN-TV is that station in Portland, Oregon, and 32 rich surrounding counties. Check Nielsen for proof.*

KOIN*TV
PERSUADES PEOPLE in PORTLAND!

* Highest ratings and widest coverage ... 7 of every 10 homes in Portland and 32 surrounding counties.

KOIN-TV • Channel 6, Portland, Oregon
One of America's Great Influence Stations
Represented Nationally by CBS-TV Spot Sales

erates WMIN Minneapolis, KRIB Mason City, Iowa, WLOD Ft. Lauderdale, Fla., WWOM New Orleans and KOME Tulsa, Okla.

MR. BAYLISS

John Bayliss, formerly general manager of KOMY Watsonville, to KCVR-AM-FM Lodi, both California, in similar capacity. KCVR is owned by United Broadcasting Co.

Jim Ross joins KOOO Omaha, Neb., as sales manager. He formerly represented radio and tv stations in Nebraska for Ross Reps. Previously, he was promotion manager for KMA Shenandoah, Iowa.

Daniel M. Valentine, formerly with WCKR Miami, to WFLA Tampa, both Florida, as program director.

Dick Taylor, account executive with KFIV Modesto, Calif., since 1947 promoted to local sales manager.

William R. Reitmann, formerly sales manager of KFOX Long Beach, Calif., joins The Bolling Co., Los Angeles, as office manager.

Jack Shaver, formerly of Needham, Louis & Brorby, Chicago, joins Chicago sales staff of H-R Television Representatives.

Russ Berry, formerly timebuyer at Ted Bates & Co., N.Y., to WBBM-TV Chicago as account executive.

MR. MORGAN

William E. Morgan, formerly promotion manager at WXYZ-AM-TV Detroit, named general manager of Detroit office of Adam Young Inc. and Young Television Corp., station rep firms.

Leonard A. Swanson, formerly local sales manager at KBTV (TV) Denver, rejoins WWTV-TV Cadillac-Traverse City, Mich., as general sales manager. He had been manager of WWTV-TV's Traverse City office before joining KBTV (TV). In other changes, **Edwin Bohm** is promoted from sales promotion manager to local sales manager and **Robert McGuiness** becomes manager of Traverse City office succeeding **Franz Devantier** who becomes partner in Harden DeView Adv. there.

William D. Greene, formerly of Hawkins, Delafield & Wood, N.Y., law firm, joins CBS Radio as assistant general attorney.

Jimmie Harper, formerly with WMBR Jacksonville, Fla., to WJXT (TV), that city, as distributor-broker contract on sales staff.

MR. SLACK

Ben Slack, local sales manager for KGUN Tucson, Ariz., assumes additional duties of national sales manager responsible for station's liaison with Headley-Reed and Clarke Brown, rep firms.

Jack Gibney, formerly radio-tv producer and special events for NBC, joins WRBL-TV Columbus, Ga., as operations director.

Arch Robb, NBC-TV manager of special programs, named director of department.

Bob Allen, program director of WWOW Conneaut-Ashtabula, Ohio, promoted to assistant manager. Other changes: **Bud Striker,** formerly with WNIA Buffalo, to WWOW as air personality-salesman; **Paul Burke Jr.** to WWOW as farm director-air personality; **Jim Chaplin** to news director; and **Bob Kotur** to associate news director.

John F. Williams, formerly general manager of KRNR Roseburg, to KPAM and KPFM (FM) Portland, both Oregon, as local sales manager.

MR. LEACH

Robert E. Leach becomes chief engineer of WSPA-TV Spartanburg, S.C. Formerly, he held similar position with KTVU (TV) San Francisco and before that served in supervising engineering capacities with WJBK-TV Detroit, WGR-TV Buffalo, KLAS-TV Las Vegas, and KGW-TV Portland, Ore.

Ted O'Connell, midwestern sales manager of CBS-TV Spot Sales, Chicago, named eastern sales manager. **Richard R. Loftus,** manager of San Francisco office, succeeds Mr. O'Connell in Chicago.

Thomas Schmitz joins WRIT Milwaukee as account executive.

Fred Halpern, formerly on sales staff of WVED New York, to WBAB-AM-FM Babylon, Long Island, N.Y.

Carl Jampel joins Paramount TV Productions and KTLA (TV) Los Angeles as executive producer specializing in audience participation shows.

Al Perry, president and general manager of KTUX Pueblo, Col., elected president of Pueblo Assn. of Broadcasters. **Bill Beck,** manager of KDZA, elected vp and **Jack East,** manager of KGHF, named secretary-treasurer.

MR. CARPENTER

Marshall M. Carpenter Jr., president of WDTM Inc., owner of WDTM-FM Detroit which is scheduled to go on air late in September, assumes additional duties as general manager. He also is managing partner of The Taliesin Stations, new midwest fm group (BROADCASTING, Aug. 8).

Marion L. Plessner, formerly president of Plessner & Johnson, St. Louis advertising agency, to KPLR-TV, that city, as account executive.

Bruce E. Haight, senior financial analyst at CBS-TV, named director of financial planning and analysis.

Norman Kahn, associate producer of NBC-TV's *Today*, named program manager. **Lester Colodny,** *Today* writer, becomes associate producer.

Raymond E. Matheson joins WENH-TV Durham, N.H., as senior producer-director.

DON LASSER told you about it by mail.

NOW, LAST CALL for your **OTTO GRAHAM SHOW**

WEEKLY TAPES!

Starts in 4 weeks

Order immediately for exclusive use in your market for period Sept. 12 to Dec. 5. Proven exceptionally saleable! **Contact Don at WICH, Norwich, Conn., TURNER 7-1613.**

Perry M. Beaumont appointed sales representative for KYW Cleveland. He formerly was merchandising and promotion director of WNBD Peoria, Ill.

MR. McDOWELL

William McDowell, local sales manager of KHJ Los Angeles, appointed general sales manager and acting general manager, following resignation of **Norman Boggs** (AT DEADLINE, Aug. 8).

Don Balsamo, formerly vp and sales manager of WZIP Cincinnati, sells one-third interest in station and joins KHJ-TV Los Angeles as account executive.

James Thomas Jr., video tape producer-director of many syndicated shows, joins KOCO-TV Oklahoma City.

Willard McNamara joins local sales staff of WOW-TV Omaha, Neb.

Peter C. Kouris, formerly producer-director at WFLA-TV Tampa, Fla., to WTVP (TV) Decatur, Ill., as operations manager.

Joe Rex appointed acting news director at WMBD-AM-TV Peoria, succeeding **Charles Harrison,** who becomes news chief of WEEK-TV, that city, and WEEQ-TV LaSalle, its satellite operation.

Richard R. Morgan, formerly staff announcer at WDBJ-TV Roanoke, Va., to WTTG (TV) Washington in similar capacity.

MR. EIRLS

Bill Eirls, program and news director of KCMK-FM Kansas City, promoted to station manager. **Bob Sanders,** on sales staff, becomes program director. **Jim Reinhardt** appointed sales manager.

Bob Jones promoted from staff announcer to program director at WKRS Waukegan, Ill.

Chet Curtis, formerly of WTKO Ithaca, N.Y., joins WHCU, that city.

Jack Powers joins WXYZ Detroit as director of public affairs.

Theodore E. Silwa rejoins WERE Cleveland as account executive. He previously was with station in 1949 as member of sales staff

Alan Sloan, Bud Hirsch and **Jay Goshen** join WCBS-TV N.Y., sales staff, as account executives. Mr. Sloan formerly was with Harrington, Righter & Parsons, N.Y.; Mr. Hirsch comes from sales staff of WBBM-TV Chicago, and Mr. Goshen was account executive with Cunningham & Walsh, N.Y.

William H. Buck, formerly with KREM Spokane, Wash., joins KBIG Avalon (Catalina), Calif., as studio-transmitter engineer.

Robert O'Brien, formerly salesman with WOL, to WTOP, both Washington, D.C., as account executive.

Francis I. Pierce, promotion supervisor for KIRO-AM-FM-TV Seattle, appointed acting promotion director of KIRO-TV.

Larry Roberts, formerly manager of KWIQ Moses Lake, Wash., to sales staff of KTNT-TV Tacoma, Wash.

Thomas J. Josephsen joins WTOL-FM Toledo, Ohio, as account executive and air personality. He formerly had been staff announcer at WTOL from 1955-57.

MR. PEREZ

Robert H. Perez, account executive at CBS-TV Spot Sales, N.Y., named manager of San Francisco office. Mr. Perez has been with company in Chicago, San Francisco, and Los Angeles. Previously, he was with KNX Los Angeles.

Jay Maher joins WLOB Portland, Me., as air personality, succeeding **Dick Johnson** who enters military service. **Walter Thomes** appointed news director.

Lee Whitehead, formerly air personality with WCMS Norfolk, Va., to KROD El Paso, Tex., in similar capacity.

Burl Osborne, formerly of WHTN-TV Ashland, Ky., joins Associated Press, Bluefield, Va., as correspondent.

Ruth Agard joins KTIV (TV) Sioux City, Iowa, as air personality.

Mike Jenkins appointed news director of KRCK Ridgecrest, Calif.

Programming

MR. THIRIOT

Richard V. Thiriot resigns as assistant to general manager of KSL-TV Salt Lake City to join Film Service International, N.Y. He will be in charge of firm's office in Salt Lake City and will concentrate on film buying and booking.

Hy Averback signed by Four Star as producer-director of *The Tom Ewell Show*, which began filming Wednesday (Aug. 3) with Marilyn Erskine, Mabel Albertson, Cindy Robbins, Sherry Alberni and Eileen Chesis as regular members of the cast. Madelyn Matin and Bob Carrol Jr., created series which debuts Sept. 27 on CBS-TV, Tues., 9-9:30 p.m., with Quaker Oats and Procter & Gamble as co-sponsors.

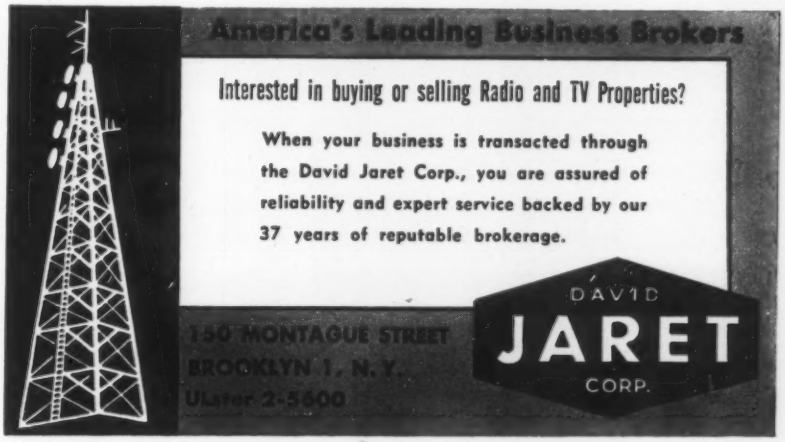
Donald Garrett, one-time national publicity director of Screen Gems, and tv account executive with David O. Alber Assoc., both N.Y., joins Joe Wolhandler Assoc., that city, as account executive.

Robert B. Owens III, professional musician and arranger, formerly with McCann-Erickson, Chicago, appointed musical director at Graphic Pictures Inc., that city.

Harry Keller signs to direct MGM-TV's new family series *National Velvet*.

James Weathers, formerly general manager of World Broadcasting System, joins Economee Div., Ziv-UA, as western division spot sales manager.

Walter Grauman, producer-director of *The Untouchables*, joins The Mirisch Co., Hollywood, as producer-director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Interested in buying or selling Radio and TV Properties?
When your business is transacted through the David Jaret Corp., you are assured of reliability and expert service backed by our 37 years of reputable brokerage.
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in charge of development of new tv projects.

Ed Simmons, head writer of *The George Gobel Show* last season, joins Gomalco Enterprises as associate. He will be in charge of acquisition and development of new properties. He currently is writing situation comedy tv pilot starring Mr. Gobel, who owns Gomalco.

Frank Balkin, formerly vp at Reid H. Ray Film Industries, Hollywood, named west coast sales manager of Sterling Movies U.S.A.

Malcolm Scott joins MGM-TV as director of industrial film sales with headquarters in New York. He formerly was U.S. sales manager for Intercontinental Tv, S.A., European mobile video tape production firm.

Johnny Green, Academy Award-winning composer, signs with KRHM-FM Hollywood for series of musical broadcasts beginning Oct. 3.

Gene Wang, formerly with *Philip Marlowe* show and head writer on *Perry Mason* series, signs long-term contract with MGM-TV to develop new video projects.

Dave Detiege, Al Bertino and **Dick Kinney,** all formerly writers with Walt Disney, Hollywood, join UPA Pictures, Burbank, Calif., to work on new cartoon series now under production. **Rex Morgan** joins UPA Pictures as camera operator.

Equipment & Eng'ring

James Seffren named president of Sefry Products Inc. (importers and distributors of Metz handcrafted radios, hi-fi sets, tv and tape recorders), Chicago.

Harold T. Ashworth, formerly manager of manufacturing for Raytheon Co.'s Missile Systems Div., Waltham, Mass., appointed director of manufacturing for entire company.

George C. Connor, regional sales vp in eastern area for Sylvania Electric Products Inc., elected senior vp with responsibility for company's marketing activities. He succeeds **Barton K. Wickstrum,** recently elected executive vp of General Time Corp. Mr. Connor will headquarter in New York. **John E. Lau** appointed manager of special accounts for Sylvania Home Electronics Corp., Batavia, N.Y., subsidiary of Sylvania Electric Products. He will have charge of Sylvania tv, hi-fi, radio and phonograph sales to national accounts.

William H. Painter, manager of administration at RCA Electron Tube Div., Harrison, N.J., named division vp for operations planning, RCA Semiconductor, Materials Div.

Jack C. Houseman appointed district sales representative for Zenith Sales Corp. in Los Angeles area. Previously, he was district sales manager for Packard Bell Sales Corp.

Allied Fields

Mary Jane Morris, formerly secretary of FCC, and brother **John Chester Morris** establish law offices in Grand Rapids, Mich. (404 Fountain St., N.E.), and in Washington, D.C. (on Capitol Hill). Miss Morris, only woman to serve as FCC secretary, resigned April 1 (BROADCASTING, April 4).

Bliss named WFIL agriculture director

MR. BLISS

Milton E. Bliss has been appointed director of agriculture for WFIL-AM-FM-TV Philadelphia. The move is the first in a series of broadcasting services to the 38 counties in WFIL's coverage area which composes half the land in the four-state area and more than 57,000 farms. For the past eight years Mr. Bliss has been producer of the *National Farm and Home Hour,* winner at seven successive annual awards from the National Assn. for Better Radio and Television as the best agricultural program on radio. He also has produced many special reports on various aspects of agriculture and last year was named an Honorary American Farmer, the highest degree of the Future Farmers of America.

Farm programming begins on WFIL Sept. 12 with a 6:30-6:45 Mon.-Fri. series. The following week WFIL-TV begins a new daily farm service program 12-12:30 p.m.

International

Harve Kirck, for past eight years announcer at CHUM Toronto, Ont., to feature newscaster of CHCH-TV Hamilton, Ont.

Monte Hutton, supervisor of broadcast services division of All-Canada Radio & Television Ltd., Toronto, Ont., to retail sales staff of CFCF-TV Montreal, Que.

R. C. Marvin, senior supervisor of J. Walter Thompson Co. Ltd., Toronto, Ont., promoted to vp.

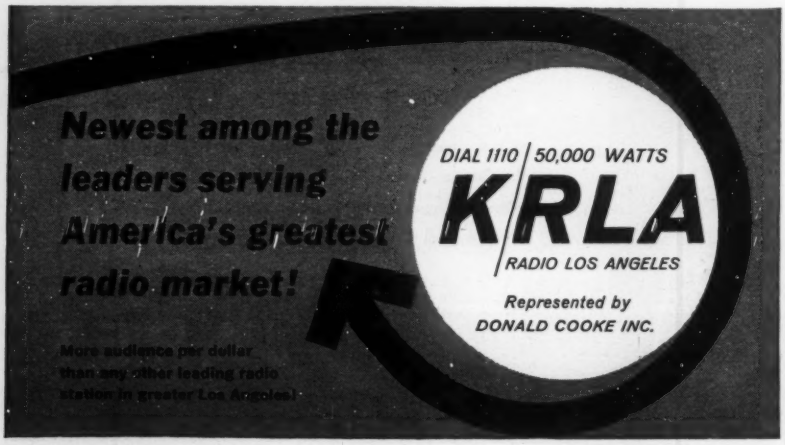
Deaths

Irwin A. Olian, 52, founder and president of Olian & Bronner Inc., Chicago regional and local account agency, died of heart attack while competing in Lincoln Park Tennis Club's doubles championship Aug. 7. He founded agency 19 years ago in St. Louis, moving headquarters to Chicago in 1948.

Jack F. Horler, 67, director of radio and tv for Baker Adv. Ltd., Toronto, Ont., died August 3 while on business visit to New York. He had been director of agency's radio department since 1938. Among survivors is son, **Hugh Horler,** radio-tv director of MacLaren Adv., Ltd., Toronto.

Jack Zwillinger, 43, staff photographer for NBC press department, died August 5. He had been in ill health since major operation last February.

Allan Lewis, 52, sales manager of WGR-FM Buffalo, N.Y., died Aug. 7 in that city. Before assuming present position, he had been salesman and chief announcer for WGR.


Newest among the leaders serving America's greatest radio market!
More audience per dollar than any other leading radio station in greater Los Angeles
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KRLA
RADIO LOS ANGELES
Represented by
DONALD COOKE INC.

WINS SAYS MUMMY KNOWS BEST

But 'Times' didn't know about 'Egyptian' stone tablet that was station handiwork

New York newspapermen may be forgiven if they sensed a slight tug on one leg last Thursday (Aug. 11)—or even a sandbag over their heads. That was when they discovered that the "Egyptian Hieroglyphics Mystery" they'd written about turned out to read "Everybody's Mummy Listens to WINS 1010."

That morning's papers—including the staid *New York Times*—had carried stories relating that what appeared to be an Egyptian stone tablet had been left in a New York taxi. In its thorough way the *Times* called in an Egyptian expert from the Brooklyn museum to examine the stone, and to discover it wasn't Egyptian at all, although it was a good piece of granite. The expert said the "hieroglyphics" had been made with an electric drill.

The *Times* should have called in Mort Matz, publicity director of WINS New York. He would have told them —with a straight face—that the "Everybody's Mummy Listens to WINS 1010" message just happened to have been put on the stone as a present for General Manager Hap Anderson (on July 14, WINS says). And further, that two WINS salesmen taking the stone over to show at Benton & Bowles just happened to leave it in the cab. The cabbie delivered it into the hands of the police, and alert newspapermen took it from there.

WINS said its "hieroglyphics"—which the Brooklyn museum expert hadn't been able to translate—were designed at the station's request by Eric Young, curatorial assistant in the Dept. of Egyptian art at the Metropolitan Museum of Art.

WINS also said it would give the thoughtful cabbie a $100 reward for returning its stone.

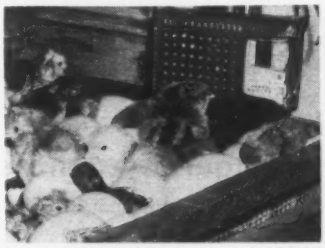
'Happy Days' again

Hurrahs and campaign songs reflecting the more spirited aspects of past presidential campaigns have been collected into a radio series to be released to stations and sponsors by RCA Recorded Program Services. The series covers campaigns from Thomas Jefferson's time up to the Nixon-Kennedy struggle with a band, 36 voices and various soloists delivering the material in its own period style for authentic flavor. The program is designed to be used in several ways according to individual stations' preference—from a series of 30 five-minute "Presidential Bandwagon" shows to 10 fifteen-minute "Songs of the Presidency" shows. The package is offered in a series of 12-inch 33⅓ rpm transcriptions complete with scripts, background material and promotional ideas.

RAB member stations receive selling tools

Radio salesmen at Radio Advertising Bureau member stations are receiving a new kit of tools to better illustrate their selling points. Bearing the title, "Sound Selling in the Sixties," RAB is sending out slide presentations consisting of 30 color slides and a complete script. It includes competitive media data and new radio research.

Documented in the slide show are facts pointing out that "radio leads tv in total adults reached throughout the shopping day; radio's dominance over newspapers in suburban coverage; radio's phenomenal growth pattern, and increases in out-of-home listening." Other highlights: Listening habit studies by The Pulse Inc. (showing over 90% of the people in eight major consumer groups listen to radio during an average week); comparison of radio vs. tv and newspaper advertising costs, and studies among supermarket and service station customers showing that radio gets more than 60% of the time people spend with media in the pre-shopping hours. RAB member stations are urged to localize "Sound Selling in the Sixties" by adding 35 mm slides of their own, featuring air personalities, coverage maps, rate cards, etc.



Music for chirping ■ WGMS Washington, D.C. "Good Music Station" has been credited with "making the poultry happier." This testimonial came from a Maryland farmer who won the transistor radio (above) for telling of WGMS' unusual ability in soothing the nerves of new born chicks. The farmer reported that the chicks seemed equally at home whether listening to Bach or Mozart and had not voiced opposition to loud and hectic modern compositions.

Spotty propaganda

The "East-Men" of Robert E. Eastman & Co., New York, have a new propaganda campaign going, using spoken and written media to promote another medium they like, spot radio.

The word goes out each week in a "keep talkin' it up" bulletin from Mr. Eastman to all hands in the firm's seven offices and to station clients of the representative firm. A typical fact of the week: "Housewives listen to spot radio 16:46 hours weekly." Account men slip it into the day's conversations. All correspondence has it blazoned across the bottom in red. Stations are encouraged to broadcast it, put it on their own mail and get salesmen and staff to say it as much as pos-

sible. The project is part of a continuing image-building effort at Eastman. For the past three months the firm has mailed bi-weekly personalized letters to 1,400 agency and advertiser executives, promoting spot radio.

First mailings begun in democracy contest

First steps in 14th annual Voice of Democracy broadcast scriptwriting contest were taken Aug. 5 with mailing of contest kits to every broadcast station and Veterans of Foreign Wars post in the U.S. Next action will be to mail the material to the 28,000 high schools participating in the competition, based on five-minute scripts on the theme, "I Speak for Democracy."

The contest is sponsored by NAB and Electronic Industries Assn. and state broadcaster associations in cooperation with Veterans of Foreign Wars. It is endorsed by the U.S. Office of Education and is on the approved list of the National Assn. of Secondary-School Principals.

Date with Frankie

William B. Williams, WNEW New York personality, pulled 129,837 postcards in two weeks from couples competing for an Atlantic City outing with Frank Sinatra. The "Chairman of the Board" contest, so named for Mr. Williams' nickname for Sinatra, was called the station's most successful draw.

The mail has been exceeded only once in station history, by a round-the-clock promotion last Thanksgiving that got 144,897 entries in a week, vying for 24 transistor radio awards.

"The Chairman of the Board" drawing was plugged only on the two Williams shows, 10 a.m.-noon and 6-8 p.m. daily, Monday-Saturday. Three couples picked in the drawing last month were driven to Atlantic City in Rolls Royces for an overnight stay and a Saturday night with Mr. Sinatra.

Joint affair ■ In an unusual promotion, the Paul Bunyan Network (WPBN-TV Traverse City, and WTOM-TV Cheboygan, both Michigan) and Franklin Simon's stores held a five-day salute during July to the annual national Michigan Cherry Festival by presenting various dishes featuring Michigan cherries and other delicacies at the Franklin Simon's in New York. L to r: Mrs. Pearl Byrd Foster, food director, Franklin Simon; Murrie Thompkins, Michigan's national cherry festival "queen", and Mrs. Elisabeth M. Beckjorden, who represents the Bunyan stations.

Key to a lease

WINS New York staged a spectacular game of chance in the city to climax an "Urban Renewal" contest. The station had collected 20,000 old keys sent by listeners hoping to win a year's lease on a new apartment. To pick the lucky key, WINS sent up a blindfolded "Miss Park West Village" in a 20-story crane manned by five steeplejacks likewise blindfolded.

The choice was made from a field of keys tagged by the station (the bill for tags came to $500) and spread out at the address of a new development at 97th St. and Central Park West. WINS promoted the contest daily for a month, recording some spots at the site during construction. The promotion preceded a fall advertising campaign by Park West Village, a Webb & Knapp development.

Nobody loves her

Providing an excellent outlet for listeners' deepest hostilities, WIP Philadelphia has sponsored a "mother-in-law" contest with a trip to the "shark-infested" Carribean for the winner's mother-in-law and friend. Each day the station broadcasts the voice of a battle-axe mother-in-law stating "My son-in-law is a . . . . ." Listeners are asked to supply the missing phrase and the one who actually reproduces the words in the station's strongbox eliminates his mother-in-law—for a while at least. Over 2,500 entries have been received with some 50 being read over the air each day with the senders' names. Entries have ranged from "My son-in-law is a real stinker" to "My son-in-law is a WIP listener."

Tv prod to retailer

A method of arousing the interest of retail stores in tv is to show them what other stores are doing, Television Bureau of Advertising has told its members. To help stations along, TvB circulated a full listing showing which department and specialty stores use television and whether programs or spot.

At the same time, the index denotes the "buying office" if the store in question is one of a department chain. TvB suggests stations find out in advance the name of the buying office for the local prospect if it's a part of a chain and then indicate tv activity of competitive stores.

■ Drumbeats

Parting remarks ■ The final editorial of departing station owner Milton E. Mitler of WADK Newport, R.I., resulted in action by the city council. Mr. Mitler suggested that the city name an area or street after vacationing President Dwight D. Eisenhower. The city council acted on the suggestion and named a park area in downtown Newport, "Eisenhower Park." Dedication ceremonies, aired on WADK, presented the President and Mrs. Eisenhower as guests of the city. Mr. Mitler, now owner of WYNG Warwick, R.I., also appeared as a guest during the ceremony honoring the President.

M-H's back ■ Marv Henry, a young disc jockey at WLOL Minneapolis who decided to go West in 1951, returned

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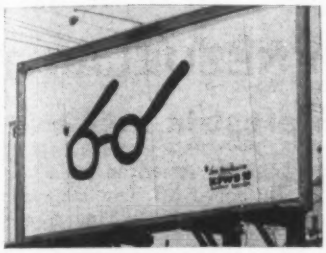

Eyes of KFWB are upon you ■ KFWB Hollywood proved its five disc jockeys have the artistic touch in a promotion that gave its listeners a lot of laughs and a lot of fun. The station, in conjunction with Foster & Kleiser Co., that city, staged a design-a-sign contest among its disc jockeys with trip to Las Vegas as bait. Listeners were advised as to the progress of each competitor and to the location of his billboard. The winning entry, shown here, was designed by Jim Hawthorne, president of the Disc Jockeys Assn. Singer Patti Page and various local advertising personnel served as judges for the "art" competition.

last week to a hero's welcome. Marv, who made a name for himself in various television shows including *77 Sunset Strip, Alfred Hitchcock Presents* and *Lux Playhouse,* was promoted by WLOL simply as M-H is coming. Mailings were sent out to agencies, accounts and prospective accounts with such outstanding results, WLOL said, that the station began an overall saturation campaign that ended with a city-wide parade and a lucky listener (now $50 richer) who identified Marv, ending the secret of his identity.

Vick victor ■ After rating all tv stations in the U.S. for merchandising ability, the Vick Chemical Co. chose the PM (product movement) plan of KTTV (TV) Los Angeles as the best merchandising program in the country. Through its agency, Morse International, Vick presented Chuck Martin, KTTV merchandising manager, with a commemorative plaque.

Anniversary ■ WTVW (TV) Evansville, Ind., will feature an open house, 5,000 free orchids, 20,000 souvenir fortune cookies and stagecoach and train rides for children when it celebrates its fourth anniversary August 20 and 21.

Home show ■ KSAN San Francisco staged a four night successful home and food show following an individual mailing of 34,000 newsletters to Negro residents in the San Francisco-Oakland area. The newsletters, in addition to information pertaining to the show, contained lucky numbers worth $100 which were announced over KSAN night and day.

Off and running ■ Capital Cities Broadcasting Co. (WTEN [TV] and WROW, both Albany, N.Y., WPRO-AM-TV Providence, R.I., and WTVD [TV] Durham, N.C.) played host to more than 250 advertising and broadcasting officials at its 6th annual "Day at the Saratoga Races." Agency personnel was flown to Albany from New York and Boston via four chartered planes, then to Saratoga Springs Race Track by bus for luncheon and an afternoon of money-winning. An outdoor cocktail party at nearby Shaker Ridge Country Club climaxed the day. The promotion originally began in 1955 with 75 timebuyers and has since blossomed into a much anticipated annual promotion for the agencies' racing set.

Second series blast ■ Roughly 9,000 stations, agencies and manufacturers last week received expended 12-gauge shotgun shells from MAC-TV, New York. A note tucked into the shell proclaimed the arrival of 39 new half-hour episodes of *Shotgun Slade,* making a total of 78 filmed units available for regional and local sponsorship.

Busy switchboard ■ A telephone poll to forecast the popularity of new recorded music drew a response of 89,506 calls in 68 hours, according to KRLA Los Angeles. Fifteen record distributors, representing most of the major labels, cooperated with the station in the poll. Three of the new releases were played each hour for 68 consecutive hours for a three day period. Listeners were invited to express their opinion of them.

Balaban Cup ■ Approximately 60 power boat pilots took part in WIL St. Louis' third annual Balaban Cup races at Creve Coeur Lake last month. The Balaban Cup is presented by WIL to the leading point-getter of the day. Three successive victories secures permanent possession for a pilot, but to date there have been no repeat winners.

ABP ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

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+

16½** HOURS DAILY SPANISH PUERTO RICAN Programming

=

24 HOURS DAILY of *Whirl-Wind* sales action

WWRL

NEW YORK DE 5-1600

*10:00AM-5:30PM **5:30PM-10:00AM

Bauer Kit

1 Kw TRANSMITTER

The "Bauer Kit" Model 707 is the only 1000/250 watt AM transmitter with *Silicon Rectifiers* in all power supplies, a *Variable Vacuum Capacitor* and a *Constant Voltage Transformer.* Your assurance of maximum reliability and optimum performance. All components are standard items available at local sources.

Assembly of the "Bauer Kit" is actually easier than many consumer audio kits – the wiring harness is furnished completely pre-fabricated and coded. And when you complete the transmitter it will be fully inspected, tested and *guaranteed* by the Bauer Electronics Corporation.

Bauer 1 Kw Transmitter (In Kit Form) $3495.00*

Bauer 1 Kw Transmitter $4495.00*

*FOB Burlingame, California

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TOWERS
REFLECTORS
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Complete installations for all communications purposes

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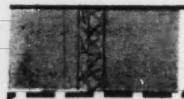

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For these and related hazards you need our EXCESS POLICY to hold your loss upon any claim to whatever figure you choose to carry yourself — INSURANCE to cover the excess.

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ABC BUYS INTO VENEZUELAN TV

Purchases minority interest in network

ABC's International Div. has acquired a minority interest in a new Venezuelan television network, Corporacion Venezolana de Television S. A., which will be composed of stations in Caracas (ch. 4), Valencia and La Guaire (ch. 9) and Barquisimoto (ch. 11). The acquisition is being announced today (Aug. 15) by Leonard H. Goldenson, president of ABC's parent American Broadcasting-Paramount Theatres, who currently is on a month's tour looking toward expansion of ABC's interests in South America (CLOSED CIRCUIT, Aug. 1), and Diego Cisneros, president of the CVT network. Renny Ottolina, Venezuelan tv star who for the past four months has had a show on ABC's WABC-TV New York, will be general manager of the CVT Caracas plant. This will be the network's headquarters and is slated to go into operation about Oct. 1 with three studios, new offices, large carpentry workshops and a fully-equipped mobile unit.

Mr. Goldenson saw the arrangement as one which not only would contribute ABC's technical and programming knowledge to Venezuelan television but might also lead to "an eventual flow of Latin American talent" to the U.S. He hoped Mr. Ottolina's stint on WABC-TV would be "the forerunner of a trend."

ABC's role also "is an investment in human understanding and a closer bond of friendship between this country and Venezuela," he said, asserting the ABC International Div. "will lend all possible assistance to CVT as its people work to expand the entertainment, cultural and educational values of television offered to the people of Venezuela."

Tv advertising in Venezuela "is becoming more and more of a necessity," he said. "With over 325,000 sets in the country already, television is on the road to becoming the creative cultural and commercial force in Venezuela that it is today in the U.S."

ABC's other South American interests include a minority share in an Ecuador tv station, control of a five-nation Latin American tv network and minority interests in the five stations making up that network. In its investments in foreign stations ABC as a matter of policy acquires only minority interests, leaving control with the local owners.

Abroad in brief

Satellite ■ CKAM-TV are the call letters of new channel 12 satellite station at Campbellton, N.B. License for the satellite station to CKCW-TV Moncton, N.B., was originally recommended for location at Upsalquitch Lake, N.B. Station will have 141 kw video and 77 kw audio power and antenna will be located on highest mountain in the Canadian Atlantic coast area, 2,800 feet above sea level. Station is represented by Stovin-Byles Ltd., Toronto, Ont., and Young Canadian Co., New York.

Appointments ■ CJCH-TV Halifax, N.S., newly licensed channel 5 station, has awarded contract for equipment, tower and antenna to Canadian General Electric Co. Ltd., Toronto, Ont. Paul Mulvihill & Co. Ltd., Toronto, has been appointed national representative.

P&G promotes ■ Procter & Gamble Co. of Canada, Toronto, Ont., is first major Canadian company to start a campaign to promote its television programs. Firm has retained Toronto public relations organization Tisdall, Clark and Lesly Ltd., to handle the campaign to draw more attention to its television programs. To date this has been left to the Canadian Broadcasting Corp. and individual stations. Frank Duckworth, is handling the campaign for the public relations firm of which he is vice president.

New call ■ CFTK is call of new 1 kw station on 1140 kc at Terrace, B.C. Station is due to go on the air this fall, and will be represented by Radio Representatives Ltd., Vancouver, B.C.

Africans in training ■ The National Academy of Broadcasting, Washington, D.C., reports that nearly 20 young men from Nigeria have made application for the fall semester through the American consulate and the Attorney General's office. The new country is planning to expand its radio and tv facilities.

When in Rome ■ Radio Press International, N.Y., has signed Brig. Gen. John Grombach, former Olympic boxer and an international fencer, as sports editor of RPI's coverage of the Summer Olympics in Rome, Aug. 25-Sept. 11. In addition to reporting daily from Rome, Gen. Grombach will supervise pre-Olympic program features.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

August 4 through August 10. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter, uni.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Tv Stations

APPLICATION

Fresno, Calif.—B.L. Golden, Elbert R. Dean & L.W. Fawns, uhf ch. 53 (704-710 mc); ERP 26.2 kw vis., 13.5 kw aur.; ant. height above average terrain 222 ft., above ground 235 ft. Estimated construction cost $57,900, first year operating cost $77,200 revenue $88,500. P.O. address 5226 N. Teilman Ave., Fresno, Calif. Studio and transmitter location 1401 Fulton St., Fresno. Geographic coordinates 36° 44′ 36″ N. Lat., 119° 47′ 37″ W. Long. Trans. RCA TTU-1B, ant. TFU-27DH. Mr. Golden is former owner of KEAP Fresno, Mr. Dean is radio engineer, employed by KARM-AM-FM Fresno. Mr. Fawns is a physician. Each holds ⅓ interest. Ann. Aug. 4.

New Am Stations

APPLICATIONS

Honolulu, Hawaii—John Hutton Corp., 1500 kc, 1 kw unl. P.O. address % John H. Weiser Jr., 1510 Bertram St., Honolulu. Estimated construction cost $19,766, first year operating cost $30,000, revenue $40,000. Applicant is **John Hutton Weiser**, sole owner, vp of Erwin, Wasey, Ruthrauff & Ryan, California ad agency. Ann. Aug. 4.

Jena, La.—LaSalle Bcstrs., 1480 kc, .5 kw D P.O. address Jana, La. Estimated construction cost $14,965, first year operating cost $30,000, revenue $42,000. Principals include **A.H. Colvin Jr., T.L. Colvin Sr., Robert C. Wagner** and **R.W. Wagner,** 25% each. Messrs. Colvin own KTOC Jonesboro, La. Messrs. Wagner publish *Jena Times* and other publications. Ann. Aug. 8.

Logan, Utah—George Stuart Nixon, 1300 kc, 1 kw D P.O. address Box 174, Mission San Jose, Calif. Estimated construction cost $30,000, first year operating cost $54,000, revenue $72,000. Applicant, owner of public relations firm, is also applicant for fm in Mission San Jose, Calif. Ann. Aug. 4.

Existing Am Stations

APPLICATIONS

KAIM Honolulu, Hawaii—Cp to increase power from 1 kw to 5 kw and install new trans. Request waiver of sec. 3.24(g) of rules. (870kc). Ann. Aug. 5.

KFGQ Boone, Iowa—Cp to increase power from 250 w to 1 kw, install new trans. (1260 kc). Ann. Aug. 9.

WJBK Detroit, Mich.—Amendment to increase nighttime power from 1 kw to 5 kw, make changes in DA system. Request waiver of sect. 3.24(g) and 3.188(b) (1) (2) (1500kc). Ann. Aug. 5.

WBEJ Elizabethton, N.J.—Cp to increase daytime power from 250 w to 1 kw, make changes in ant. system and install new trans. (1240 kc). Ann. Aug. 4.

KLUE Longview, Tex.—Cp to increase power from 1 kw to 5 kw, install new trans. (1280kc). Ann. Aug. 4.

WHSM Hayward, Wis.—Mod. of cp to change from employing DA to non DA. (910kc). Ann. Aug. 4.

WDUX Waupaca, Wis.—Cp to increase power from 1 kw to 5 kw; install new trans.; install DA-D; make changes in ground system. (800kc). Ann. Aug. 5.

CALL LETTERS ASSIGNED

KAKA Wickenburg, Ariz.—Wickenburg Radio Co.
KBRB Arvada, Colo.—Satellite Center Radio Co.
WIPI Windsor, Conn.—Tobacco Valley Bcstg. Co.
WFFG Marathon, Fla.—Key Bcstg. Co.
KBGN Caldwell, Idaho—Christian Bcstg. Co.
KTEE Idaho Falls, Idaho—Benay Corp. Formerly KPAT.
WIXN Dixon, Ill.—Russell G. Salter Inc.
WJIL Jacksonville, Ill.—Guy E. McGaughey Jr.
WMSK Morganfield, Ky.—Union County Bcstg. Co.
KXKW Lafayette, La.—General Communications Inc.
WMHI Braddock Heights, Md.—Musical Heights Inc.
WDOW Dowagiac, Mich.—Dowagiac Bcstg. Co.
WKPR Kalamazoo, Mich.—Kalamazoo Bcstg. Co.
WBBX Portsmouth, N.H.—Seacoast Bcstg. Corp.
WDLR Delaware, Ohio—Delaware Bcstg. Co. Formerly WONT.
WTTC Towanda, Pa.—Vical Bcstg. Co.
WROL Fountain City, Tenn.—WFCT Inc.
WLLI Highland Springs, Va.—Charles E. Springer.
WERL Eagle River, Wis.—Eagle River Bcstg. Co.

New Fm Stations

APPLICATIONS

Brunswick, Me.—Westminster Bcstg. Co., 98.9 mc, 80 kw. P.O. address Box 179, Brunswick, Me. Estimated construction cost $24,900, first year operating cost $2,300, revenue $6,000. Applicant fm will duplicate WCME Brunswick, Me. Ann. Aug. 9.

Allen Park, Mich.—Robert M. Parr, 98.3 mc, 1 kw. P.O. address 17133 Pinecrest Drive,

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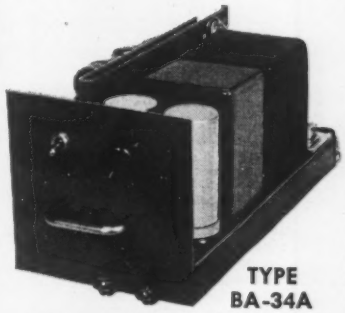

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING August 10

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,459	38	96	843
FM	725	23	186	142
TV	474	61	75	115

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING August 10

	VHF	UHF	TV
Commercial	453	80	533
Non-commercial	35	12	47

COMMERCIAL STATION BOXSCORE

As reported by FCC through June 30, 1960

	AM	FM	TV
Licensed (all on air)	3,442	700	471[1]
CPs on air (new stations)	41	41	50[2]
CPs not on air (new stations)	98	171	74
Total authorized stations	3,581	912	653
Applications for new stations (not in hearing)	628	74	39
Applications for new stations (in hearing)	194	40	65
Total applications for new stations	822	114	104
Applications for major changes (not in hearing)	656	35	39
Applications for major changes (in hearing)	219	11	17
Total applications for major changes	685	46	56
Licenses deleted	0	0	1
CPs deleted	1	4	0

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

Allen Park, Mich. Estimated construction cost $21,405, first year operating cost $24,000, revenue $30,000. Applicant is pastor of Gilead Baptist Church, Detroit, Mich. Ann. Aug. 4.

Cincinnati, Ohio—Greater Cincinnati Radio Inc., 92.5 mc, 82.66 kw. P.O. address WZIP, 400 Oak St., Cincinnati, Ohio. Estimated construction cost $28,500, first year operating cost $12,500, revenue $12,500. Applicant fm will duplicate programming of WZIP Cincinnati. Ann. Aug. 8.

Oklahoma City, Okla—KJEM Inc., 101.5 mc, 2.92 kw. P.O. address 515 North Robinson, Oklahoma City, Okla. Estimated construction cost $11,877, first year operating cost $6,678, revenue $7,500. Applicant fm will duplicate programming of KJEM. Ann. Aug. 4.

Oklahoma City, Okla.—Video Independent Theatres Inc., 101.9 mc, 3.03 kw. P.O. address Box 1334, Oklahoma City, Okla. Estimated construction cost $21,664, first year operating cost $18,000, revenue $30,000. Applicant is permittee of KIHI Tulsa, Okla. Ann. Aug. 4.

Killeen, Tex.—Highlite Bcstg. Co., 93.3 mc, 1 kw. P.O. address Box 935, Killeen, Tex. Estimated construction cost $8,554, first year operating cost $5,000, revenue $6,000. Applicant fm will duplicate KLEN Killeen, Tex. Ann. Aug. 4.

Odessa, Tex.—James F. McCubbin, 96.9 mc, 1.66 kw. P.O. address James F. McCubbin, Box 653, Amarillo, Tex. Estimated construction cost $15,815, first year operating cost $24,000, revenue $32,000. Applicant is wholesale beverage distributor. Ann. Aug. 4.

CALL LETTERS ASSIGNED

WNDA (FM) Huntsville, Ala.—Hughey Bcstg. Co.
KBYR-FM Anchorage, Alaska—Radio Anchorage Inc.
KTVA-FM Anchorage, Alaska—Northern Tv Inc.
KHYD (FM) Fremont, Calif.—Triumph Bcstrs.
KOA-FM Denver, Colo.—Metropolitan Tv Co.
*WAMU-FM Washington, D. C.—American U.
WPEX-FM Pensacola, Fla.—Mello-Tone Inc.
WYAK (FM) Sarasota, Fla.—Multitone Music Corp.
WNEX-FM Macon, Ga.—Macon Bcstg. Co.
KPOI-FM Honolulu, Hawaii—KPOI Bcstg. Co.
*WNTH (FM) Winnetka, Ill.—Board of Education of Township High School District No. 203, Cook County, Ill.
*WFCI (FM) Franklin, Ind.—Franklin College of Indiana.
WISH-FM Indianapolis, Ind. — Indiana Bcstg. Co.
KSO-FM Des Moines, Iowa—KSO Inc.
KBBL (FM) Wichita, Kans.—BB&L Bcstg. Corp.
*WFCR (FM) Amherst, Mass.—WGBH Educational Foundations.
WAYL (FM) Minneapolis, Minn.—Contemporary Radio.
KRAM-FM Las Vegas, Nev.—SUNA Bcstg. Corp.
WOSJ-FM Atlantic City, N.J.—South Jersey Radio Inc.
WVNJ-FM Newark, N.J.—Newark Bcstg. Corp.
KPAT (FM) Albuquerque, N.M.—KARA Inc.
WRVR (FM) New York, N.Y.—Riverside Church
WCTM (FM) Eaton, Ohio—Western Ohio Bcstg. Service Inc.
WFOL (FM) Hamilton, Ohio—Walter L. Follmer
WFCJ (FM) Miamisburg, Ohio—Miami Valley Christian Bcstg. Assn.
KZOM (FM) Oklahoma City, Okla.—BB&L Bcstg. Corp.
WHVR-FM York-Hanover, Pa.—Radio Hanover Inc.
WERI-FM Westerly, R.I.—Rhode Island-Connecticut Radio Foundation.
KCPA-FM Dallas, Tex.—Merchants Bcstg. System of Dallas Inc.
KFMF (FM) Fort Worth, Tex.—BB&L Bcstg. Corp.
*KBYU-FM Provo, Utah—Brigham Young U. Formerly KBYU (FM).
KLYM-FM Lynden, Wash.—Sidney Baron.
KZAM (FM) Seattle, Wash.—Monte L. Strohl.
WDUZ-FM Green Bay, Wash.—Green Bay Bcstg. Co.

Ownership Changes

APPLICATIONS

KNTV (TV) San Jose, Calif.—Seeks involuntary transfer of control of **Standard Radio & Tv Co.** from **Allen T. Gilliland Sr.,** deceased, to **W. W. Jacka, Allen T. Gilliland Jr., Band of America,** and **National Trust & Savings Assn.,** executors of estate. Ann. Aug. 8.

WRIM Pahokee, Fla.—Seeks assignment of license from **WRIM Co.** to **WRIM Inc.,** change to corporate business form with one new stockholder. **LeRoy L. Passman** purchases 25% interest from **Robert R. Pauley.** Mr. Passman is radio-tv director of Mathes agency, N.Y. Ann. Aug. 8.

WABR Winter Park, Fla.—Seeks transfer of control of **Contemporary Bcstg. Co.** from **I. Edward Edwards,** 60%, **Preston M. Ward,** 30%, and **Dave F. McGregor,** 10%, to Messrs. **Edwards** and **Ward,** 30% each, Mr. **McGregor,** 10%, and **Robert H. Elrod,** 30%, for $17,200 plus loan to corporation in amount of $17,500. Mr. Edwards turns in sufficient stock to allow for the purchase. Mr. Elrod was formerly employe of NBC Chicago. Ann. Aug. 5.

WGML Hinesville, Ga.—Seeks transfer of control of **Liberty Bcstg. Co.** from **Roscoe Denmark,** sole owner, to **James H. Watson** for $20,000. Mr. Watson is manager of WGML. Ann. Aug. 9.

WKTG Thomasville, Ga.—Seeks assignment of license from **James S. Rivers** to **Thomas County Bcstg. Co.** for $90,000. Purchasers are **Bolling Branham,** 52%, and **Eunice Beahan,** 48%. Mr. Branham formerly published Douglas County (Ga.) *Sentinel.* Eunice Beahan is employe of food chain. Ann. Aug. 9.

KTAG-TV Lake Charles, La.—Seeks involuntary assignment of cp of **KTAG Assoc.** due to death of **C.W. Lamar Jr.,** 46.2%. Executor of estate is **Louisiana National Bank** of Baton Rouge. Ann. Aug. 5.

KCIJ Shreveport, La.—Seeks transfer of control of **Southwest Bcstrs. Inc.** from **Samuel R. David,** sole owner, to **Robert N. Hobgood** for $91,319. Mr. Hobgood is with talent management agency, was formerly employe of KFOX Long Beach, Calif. Ann. Aug. 9.

WBMT Black Mountain, N.C.—Seeks assignment of cp from partnership of **David P. Slatkin** and **Eugene Slatkin** to **Mountain View Bcstg. Co.,** a corporation which assumes $3,500 partnership indebtedness. Principals are **Gordon H. Greenwood** and **Eugene Slatkin,** 49% each, and **Martha Slatkin** and **Garnet Greenwood,** 1% each. Mr. Greenwood is publisher. Mr. Slatkin was formerly ⅓ owner of WABA Shelby, N.C. Ann. Aug. 9.

WHVH Henderson, N.C.—Seeks assignment of license from **WHVH Inc.** to **Radio Corp.** for $40,000. Purchasers are **Stanley H. Fox,** 45%, **Seymour L. Dworsky,** 25%, and others. Mr. Fox is ¼ owner of retail furniture store. Mr. Dworsky is president of Oxford (N.C.) Furniture Co. Ann. Aug. 5.

WNOB (FM) Cleveland, Ohio—Seeks transfer of control of **Northern Ohio Bcstg. Co.** from **William A. Tubman,** president, and over 50 stockholders (none holding more than 10%) to **Philip M., Patricia A., Lawrence J., & Alice C. Kerwin,** 13.6% each, for total of $20,000, by sale of authorized but unissued stock. Philip Kerwin is production engineer. Lawrence Kerwin is attorney. Ann. Aug. 4.

KPDQ Portland, Ore.—Seeks assignment of license from **John W. Davis** to **KPDQ Inc.,** change to corporate business form. No financial consideration involved. Ann. Aug. 4.

KPDN Pampa, Tex.—Seeks assignment of license from **Coy Palmer** and **Warren L. Hasse,** equal partners, to **Mr. Hasse,** sole owner, for $25,000. Ann. Aug. 9.

Hearing Cases

INITIAL DECISIONS

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of Douglas G. Oviatt & Son Inc., for new class B fm station in Cleveland, Ohio, to operate on 95.5 mc, ERP 40 kw, and ant. height 249.25 ft., conditioned that program tests shall not be authorized until station WCUY Cleveland Heights, Ohio, begins program tests on some other frequency and license shall not be issued until WCUY is licensed to operate on some other frequency. Ann. Aug. 4.

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward denying applications of Caro Bcstg. Co. and Tuscola Bcstg. Co. for new am stations to operate on 1360 kc, 500 w, D, DA, in Caro, Mich. Ann. Aug. 4.

Routine Roundup

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

■ Granted motion by Wabash Valley Bcstg. Corp. (WTHI-TV), Terre Haute, Ind., and extended to Sept. 7 time to file replies to exceptions by Livesay Bcstg. Co., in Terre Haute tv ch. 10 proceeding. Action Aug. 8.

By Chief Hearing Examiner James D. Cunningham

■ Granted motion by Garden of Gods Bcstg. Co. (KCMS), Manitou Springs, Colo., to extent that it involves dismissal of its

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am application; dismissed application with prejudice and retained in hearing status remaining applications in consolidation. Action Aug. 4.

■ Granted petition by Catonsville Bcstg. Co. for dismissal of its application for new am station in Catonsville, Md.; dismissed application with prejudice which was consolidated for hearing. Acton Aug. 4.

■ Granted petition by Pioneer Bcstg. Co. (KNOW), Austin, Tex., to extent that it involves dismissal of its am application; dismissed application with prejudice. Action Aug. 4.

■ Granted motion by Tri-State Bcstg. Co. (WGTA), Summerville, Ga., and extended from Aug. 5 to Sept. 15 time to file proposed findings of fact and conclusions and from Sept. 2 to Sept. 30 for reply findings in proceeding on its am application. Action Aug. 4.

■ Continued from Oct. 5 to Oct. 10 hearing in matter of study of radio and tv network broadcasting to be held in courtroom of U.S. Court of Appeals for Ninth Circuit, 312 N. Spring St., Los Angeles, Calif., at 10 a.m. Action Aug. 5.

■ Granted petition by Kenneth F. Warren for leave to amend his application for new fm station in Monterey, Calif., with reference to hours of operation, staffing and financial plans; retained amended application in hearing status and scheduled resumption of hearing for Sept. 9. Action Aug. 4.

By Hearing Examiner Basil P. Cooper

■ Scheduled prehearing conference for Sept. 19 in Reno, Nev., tv ch. 4 proceeding. Action Aug. 8.

By Hearing Examiner H. Gifford Irion

■ On own motion, continued date for exchange of engineering exhibits in group A of consolidated am proceeding on applications of York County Bcstg. Co. (WRHI), Rock Hill, S.C., et al, from Aug. 8 to Aug. 17, and from Aug. 22 to Aug. 31 for notification as to witnesses. Action Aug. 4.

■ Scheduled prehearing conference for Sept. 19 in proceeding on am applications of North Georgia Radio Inc. (WBLJ), Dalton, Ga., et al. Action Aug. 8.

By Hearing Examiner Millard F. French

■ Upon petition by WTTT Inc. (WTTT), Arlington, Fla., extended from Aug. 8 to Aug. 15 time for exchange of preliminary engineering exhibits in proceeding on its am application, et al. Action Aug. 4.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by Storer Bcstg. Co. for leave to amend its application to change frequency of station WWVA-FM Wheeling, W.Va., from 98.7 mc to 101.9 mc and to revise its ant. system and remove amended application from hearing; canceled Sept. 1 hearing. Action Aug. 8.

■ Scheduled prehearing conference for Sept. 15 and continued hearing scheduled for that date to a date to be fixed at prehearing conference in proceeding on am applications of Macon Bcstg. Co. (WNEX), Macon, Ga. et al. Action Aug. 8.

By Hearing Examiner Forest L. McClenning

■ Stayed notice of depositions by Crittenden County Bcstg. Co., and scheduled oral argument on Crittenden's motion to quash notice of depositions for Sept. 9; afforded each party 10 minutes for argument in proceeding on Crittenden's am application, West Memphis, Ark., et al. Action Aug. 3.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Aug. 5

■ Granted licenses for following am stations: WIRV Irvine, Ky.; WJUD St. Johns, Mich.; WCCW Traverse City, Mich.; KBUB Sparks, Nev.; KWVR Enterprise, Ore.; and WWCH Clarion, Pa.

WATS Sayre, Pa.—Granted license covering change of ant. trans. location.

WMRO Aurora, Ill.—Granted license covering change of facilities, ant.-trans. location, installation DA-2, changes in ground system, installation of new trans. and deletion of remote control operation.

WSIP Paintsville, Ky.—Granted license covering increase in daytime power and installation of new trans.

WDBF Delray Beach, Fla.—Granted license covering increase in power, installation of DA-D and new trans., change in ant.-trans. and studio locations, changes in ground system and deletion of remote control operation.

KYNO Fresno, Calif.—Granted license covering increase in daytime power, change to DA-N only, and installation of new trans.—to use present trans. at night and new for day operation only (two main trans.).

KVI Seattle, Wash.—Granted license covering installation of new type trans. to be used for auxiliary purposes.

WCWC Ripon, Wis.—Granted license covering installation of new trans.

WHKY Hickory, N.C.—Granted license covering installation of new type trans.

KGBX Springfield, Mo.—Granted license covering installation of new trans.

WKLK Cloquet, Minn.—Granted license covering installation of new trans. and installation of new equipment.

WHLI Hempstead, N.Y.—Granted mod. of license to operate main and auxiliary trans. by remote control, using DA-D; engineering conditions.

WTTV (TV) Bloomington, Ind.—Granted cp to make changes in ant. system.

WFUR-FM Grand Rapids, Mich.—Granted mod. of cp to change type trans. and increase ERP to 40.7 kw.

KBIM-FM Roswell, N.M.—Granted cp to change ERP to 5.8 kw, ant. height to 160 ft. and change type ant.; remote control permitted.

WHOH Hamilton, Ohio—Granted cp to decrease ERP to 3.4 kw and install new trans.

KWJB-FM Globe, Ariz.—Granted extension of authority to remain silent for period ending Jan. 20, 1961.

KAPP Redondo Beach, Calif.—Granted extension of completion date to Dec. 9.

Actions of Aug. 4

WHDL Olean, N.Y.—Granted license covering increase in daytime power and installation of new trans.

WEZY Cocoa, Fla.—Granted license covering change of facilities, installation of DA-N, change in ant.-trans. location, changes in ground system and to specify studio location.

WSKP Miami, Fla.—Granted request for cancellation of license for certain type trans.

WELK Charlottesville, Va.—Granted mod. of license to change name to Turnbull, Deter & Sullivan, Inc., et al., d/b/a Virginia Bcstg. Co.

WFRO Fremont, Ohio—Granted mod. of license to operate trans. by remote control using DA-D; engineering conditions.

WIIN Atlanta, Ga.—Granted mod. of license to operate trans. by remote control, using DA-D; engineering conditions.

KZIX Fort Collins, Colo.—Granted mod. of license to change studio location and operate trans. by remote control; engineering conditions.

WDBM Statesville, N.C.—Granted cp to install new trans. to be used as alternate main trans. at present site, with remote control operation of trans. from studio location.

WKDN-FM Camden, N.J.—Granted cp to install new type trans.

WSWM East Lansing, Mich.—Granted cp to increase ERP to 116 kw; decrease ant. height to 300 ft., install new type trans. and new ant. and make changes in ant. system and trans. equipment.

WPEL-Montrose, Pa.—Granted cp to replace expired permit for new fm station.

WNBC-FM New York, N.Y.—Granted mod. of SCA to operate on 41 or 67 kc, without prejudice to such action as commission may deem warranted as result of its final determinations with respect to (1) conclusions and recommendations set forth in report of network study staff; (2) related studies and inquiries now being considered or conducted by commission; (3) pending anti-trust matters; and (4) without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act.

WEMD Easton, Md.—Granted mod. of cp to change type trans.

WWOL-FM Buffalo, N.Y.—Granted cp to increase ERP to 23.5 kw, ant. height to 230 ft., install new type trans. and new ant. and make changes in ant. system; remote control permitted.

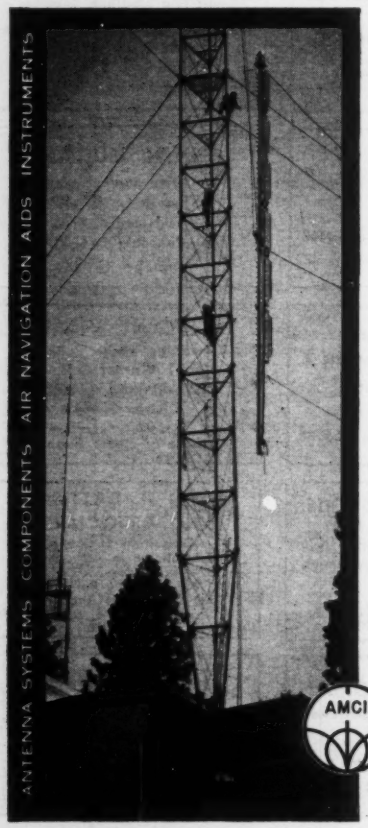
WMAQ Chicago, Ill.—Granted mod. of cp to change type trans., without prejudice to such action as commission may deem warranted as result of its final determinations with respect to (1) conclusions and recommendations set forth in report of network study staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters.

KLUU Toledo, Ore.—Granted mod. of cp to change type trans.

WATN Watertown, N.Y.—Granted extension of authority to remain silent for period ending Oct. 15.

KFNF Shenandoah, Iowa—Granted authority to sign-off at 7:15 p.m., Monday through Saturday and to sign-off at 7:30 p.m., Sundays, except for special events.

■ Following stations were granted extensions of completion dates as shown: WSB Atlanta, Ga., to Oct. 10; WWGS Tifton, Ga., to Nov. 15; KEST Boise, Idaho, to Dec. 31; WESC Greenville, S.C., to Feb. 22, 1961;



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WKKD Aurora, Ill., to Oct. 1; KCHJ Delano, Calif., to Dec. 31.

Actions of Aug. 3

KTIP Porterville, Calif.—Granted relinquishment of negative control by **Gareth F.** and **Anna White Garlund** through sale of treasury stock to **Robert J. Byrne** and **Lawrence D. Cotta.**

WCRK Morristown, Tenn.—Granted acquisition of negative control by **W.E. Hodges** and **H.S. Walters** through sale of stock by **Edward B. Phillips** (trust officer) **Hamilton National Bank,** executor of estate of **W.J. Barron,** deceased, to **Cherokee Bcstg. Corp.**

KANO Anoka, Minn.—Granted relinquishment of negative control by **Richard Ahern** through sale of stock to **Richard J. Novak.**

WVOP Vidalia, Ga.—Granted involuntary assignment of license to **R.E.Ledford** and **T.H. Brice,** executor of estate of **M.F. Brice,** deceased, d/b/*a.* Vidalia Bcstg. Co.

WOWI New Albany, Ind.—Granted assignment of license to **Kentuckiana Bcstg. Inc.**

WSRW Hillsboro, Ohio—Granted assignment of license to **Tom Archibald.**

KFRC-FM San Francisco, Calif.—Granted mod. of cp to increase ant. height to 1,290 ft. and make changes in ant. system.

WDTM Detroit, Mich.—Granted mod. of cp to increase ERP to 61 kw, change ant.-trans. and main studio locations, change type trans. and type ant. and make changes in ant. system; remote control permitted.

KFMX San Diego, Calif.—Granted mod. of cp to increase ERP to 30 kw, decrease ant. height to 540 ft., change ant.-trans. location, to determine studio location as same as trans. location, change type trans. and type ant. and make changes in ant. system and trans. equipment.

WMRB Greenville, S.C.—Granted mod. of cp to change type trans. studio location and operate trans. by remote control.

KFMX San Diego, Calif.—Granted extension of completion date to Aug. 31.

Actions of Aug. 2

WKVT Brattleboro, Vt.—Granted license for am station.

KIRO-TV Seattle, Wash.—Granted cp to make changes in trans. line and other equipment of tv station (ch. 7).

KOCO-TV Enid, Okla.—Granted cp to change ERP to vis. 83.2 kw, aur. 41.7 kw, specify studio location, make changes in ant. system and change ant. height to 1,390 ft. of tv station (ch. 5).

KCBY-TV Coos Bay, Ore.—Granted mod. of cp to change studio location; waived sec. 3.613 of rules.

WTTN-FM Watertown, Wis.—Granted mod. of cp to increase ERP to 9.6 kw, decrease ant. height to 150 ft., change trans. location and change type trans.

■ Following stations were granted extensions of completion dates as shown: KANT-FM Lancaster, Calif., to Nov. 1; WDAF-FM Kansas City, Mo., to Jan. 27-61; KAJS Newport Beach, Calif., to Dec. 9; WYCA Hammond, Ind., to Sept. 30; WFMG Gallatin, Tenn., to Dec. 31; KUTE Glendale, Calif., to Oct. 1; WRLB Long Branch, N.J., to Oct. 1; KZUN-FM Opportunity, Wash., to Nov. 30; WPBC-FM Minneapolis, Minn., to Sept. 1.

Actions of Aug. 1

WLBZ-TV Bangor, Me.—Granted license covering change in tv station; ERP vis. 51.3 kw, aur. 25.7 kw; ant. height 640 ft.

WKBN-TV Youngstown, Ohio—Granted license covering changes in tv station; ERP vis. 204 kw, aur. 110 kw; ant. height 630 ft. (main).

WATR (TV) Waterbury, Conn.—Granted license for tv station; ERP vis. 25 kw, aur. 13.5 kw; ant. height 770 ft.

■ Granted licenses for following fm stations: WGCB-FM Red Lion, Pa. ERP 20 kw, ant. height 420 ft.; WPIT Pittsburgh, Pa. ERP 19 kw, ant. height 510 ft.; WQAL Philadelphia, Pa., ERP 7.7 kw, ant. height 720 ft.; WDAC Lancaster, Pa., ERP 15 kw, ant. height 550 ft.

WXIX Milwaukee, Wis.—Granted license covering changes in tv station, change in studio location (same as trans. site); ERP vis. 100 kw, aur. 55 kw, ant. height 530 ft.; and license for auxiliary ant. system.

WGRP Greenville, Pa.—Granted license for am station and specify studio location and type trans. (condition).

KGUC Gunnison, Colo.—Granted mod. of cp to change type trans.

KPLY Crescent City, Calif.—Granted mod. of license to change studio location and operate trans. by remote control (auxiliary remote control) by employees of station only (2 remote control points).

WJRL Rockford, Ill.—Granted mod. of cp to change studio location and install new trans.

■ Following stations were granted extensions of completion dates as shown: WSPD-FM Toledo, Ohio, to Nov. 10; KPAT Idaho Falls, Idaho, to Aug. 31; WLIQ Mobile, Ala., to Feb. 2, 1961; KOA Denver, Colo., to Aug. 19; WOWY Clewiston, Fla., to Oct. 1; WKRX Kissimmee, Fla., to Oct. 31; WLLY Wilson, N.C., to Nov. 1; KPGE Page, Ariz., to Dec. 31; and WCNL Newport, N.H., to Sept. 1.

Action of July 27

KDOL Mojave, Calif.—Granted extension of completion date to Oct. 31.

Action of July 28

KSWB Elk City, Okla.—Granted extension of completion date to Feb. 15, 1961.

New FCC processing line announced

Following applications are at top of am processing line and will be considered by FCC beginning Oct. 4, commission has announced. Any new applications or changes in current applications that may conflict with those that follow must be filed with FCC by close of business Oct. 3, in order to be considered.

Applications from the top of processing line:

BP-13360—WRON Ronceverte, W.Va., Blake Bcstg. Co. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1 kw-LS, unl.

BP-13361—KTIL Tillamook, Ore., Tillamook Bcstg. Co. Has: 1590kc, 250w, unl. Req: 1590kc, 1kw, DA-N, unl.

BP-13364—WSAL Logansport, Ind., Logansport Bcstg. Corp. Has. 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

BP-13365—WERI Westerly, R.I., Rhode Island-Connecticut Radio Corp. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

BP-13367—KPRL Paso Robles, Calif., Radio Station KPRL. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

BP-13368—WCSR Hillsdale, Mich., Baw Beese Bcstrs. Inc. Has: 1340kc, 100w, unl. Req: 1340kc, 250w, 500w-LS, unl.

BP-13370—KXOX Sweetwater, Tex., Radio Station KXOX. Has: 1240kc, 250w, unl. Req: 1240kc, 250w, 1kw-LS, unl.

BP-13371—WKOZ Kosciusko, Miss., Kosciusko Bcstg. Co. Inc. Has: 1350kc, 5 kw, D. Req: 1340kc, 250w, 1kw-LS, unl.

BP-13372—WMBN Petoskey, Mich., Midwestern Bcstg. Co. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

BMP-8685—WJVW Langley-Bath, S.C., North Augusta Bcstg. Co. Has cp: 1550kc, 1kw, D (North Augusta, S.C.). Req mp: 1550kc, 1kw, D (Langley-Bath, S.C.).

BP-13373—WLIZ Lake Worth, Fla., Gold Coast Bcstg. Co. Has cp: 1380kc, 500w, D (License pending). Req: 1380kc, 1kw, D.

BP-13376—New, Myrtle Beach, S.C., Grand Strand Bcstg. Corp. Req: 950kc, 1kw, D.

BP-13379—WTVL Waterville, Me., Kennebec Bcstg. Co. Has: 1490kc, 250w, unl. Req: 1490kc, 250w, 1kw-LS, unl.

BP-13380—New, Boulder, Colo., Kenneth G. Prather and Misha S. Prather. Req: 1360kc, 500w, DA, D.

BP-13381—New, Hamilton, Mont., Bitter Root Bcstg. Co. Req: 980kc, 1kw, D.

BP-13382—WTMT Louisville, Ky., Jefferson Bcstg. Co. Inc. Has: 620kc, 500w, DA. D. Req: 620kc, 500w, 1kw-LS, DA-2, unl.

BP-13383—New, Mount Olive, N.C., Mount Olive Bcstg. Co. Req: 1430kc, 1kw, D.

BP-13384—New, Georgetown, S.C., Coast Bcstg. Co. Req: 1470kc, 500w, D.

BP-13385—WIVY Jacksonville, Fla., WIVY Inc. Has: 1050kc, 1kw, D. Req: 1080kc, 1kw, DA-1, unl.

BP-13386—New, Norristown, Pa., High Fidelty Bcstrs. Corp. Req: 1400kc, 100w, unl.

BP-13387—WAME Miami, Fla., WAME Bcstg. Co. Has: 1260kc, 5 kw, DA, D. Req: 1260kc, 5kw, DA-1, unl.

BP-13388—KHOE Truckee, Calif., Truckee Bcstg. Has cp: 1400kc, 250w, unl. (license pending). Req: 1400kc, 250w, 1kw-LS, unl.

BP-13391—New Spokane, Wash., Paul Crain. Req: 1280kc, 5kw, DA, D.

BP-13392—WHLB Virginia, Minn., Virginia Bcstg. Co. Has: 1400kc, 250w, unl. Req: 1400 kc, 250w, 1kw-LS, unl.

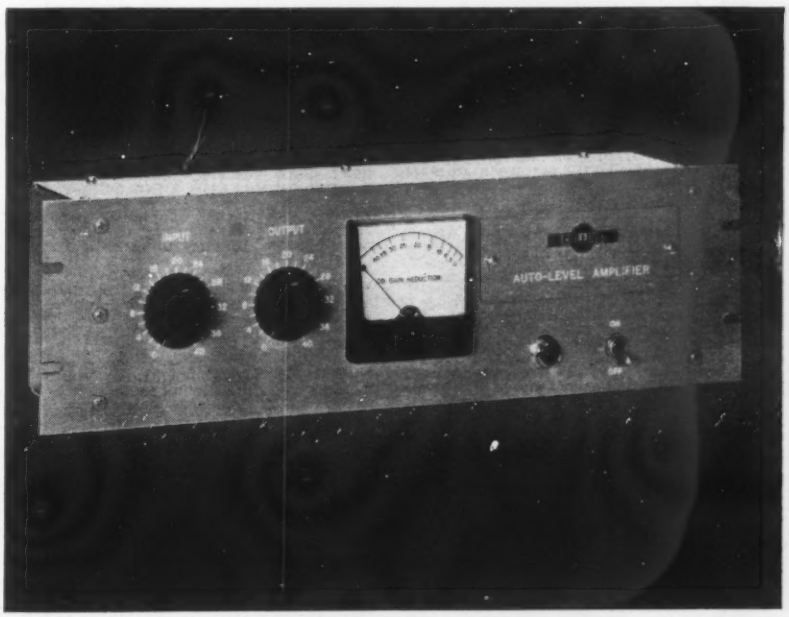
BP-13394—New, Amsterdam, N.Y., Valley Information Programs Inc. Req: 1570kc, 1kw, D.

Continued on page 111

The Collins 26J-1 Auto-Level Limiting Amplifier extends your signal to greatly enlarge the size of your listening and selling audience. It boosts average and low levels and compresses the highs to increase average modulation and increase coverage. The Collins 26J-1 makes fades smooth and automatic.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA



compression ratio 3:1 optimum, adjustable 1.6:1 to 5:1 • frequency response ±1 db, 50-15,000 cps • input and output impedance 600 ohm unbalanced • input level adjustable from —26 dbm to +30 dbm • power source 115 v or 230 v ac, 50-60 cps single phase. For more information contact your Collins sales engineer or write direct.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Wanted, genuine sales manager: $600 Guarantee plus commission. Last three years this position has paid excess of $10,000 annually. Small midwest single station market. If you can sell and handle salesmen, send complete resume to Box 455B, BROADCASTING.

Mid-south chain—4 top rated stations—has opening one salesman with management potential—30-40—married. Guaranteed—moving expenses—rapid advancement for producer. Send resume, photo first letter. Box 481B, BROADCASTING.

Sales

Salesman—Mid-Atlantic top rated fulltimer (not a juke box operation) desires salesman who can sell at rate card. Mail resume and financial requirements to Box 163B, BROADCASTING.

Mid-south chain. See our ad under management. Box 481B, BROADCASTING.

$500.00 a month guarantee against commissions up to 25%. This is in Ohio where the right man can make up to $15,000 a year. Drop us a line and we'll contact you. Box 580B, BROADCASTING.

Big money for hard hitting experienced closer at top rated major market Florida station. Guaranteed salary to start, plus cash incentive and bonus plans. Our salesmen are highest paid in the city. Market prosperous, competition keen, rewards high for aggressive competitor. Living conditions unrivaled anywhere in Florida. Tell all in first letter. Box 648B, BROADCASTING.

Growing Illinois station needs combination announcer-salesman. Box 659B, BROADCASTING.

Announcer-salesman for greater Pittsburgh area station. Must be experienced both fields and looking for a home with a fast moving, fast growing organization. Station top rated in market and has never lost a survey. Guaranteed $110 per week to start. Send tape, resume, and photo immediately. Box 680B, BROADCASTING.

Are you ready to step up in sales work? Here is an opportunity. Texas. Box 705B, BROADCASTING.

Broadcasters . . . station managers . . . is there a competing sales manager or a top radio time salesman in your territory who sends you home with a bad headache? If you will furnish us with his name and address and tell us approximately how much money he makes, we will try to remove the irritation. Write Box 316, Frewsburg, New York.

Salesmen radio campaigns, top comms. Room 19, D'Elia Building, Bridgeport, Conn.

Need combination salesman - announcer. Prefer married man. Good music man. Salary plus sales commission. Good living conditions; good schools-churches. Write or call KDQN, DeQueen, Arkansas, Asher Sizemore, Manager.

WRIP, Chattanooga, guarantees bright opportunity for good salesmen!

Experienced salesman, competitive market, good opportunity for hard worker, draw against commission, car necessary. Send resume to WSHE, Raleigh, North Carolina.

Help Wanted—(Cont'd)

Announcers

Like adult radio? West Michigan 24-hour am-fm station has opening for intelligent, mature, stable announcer who can handle equipment and classical music. Personal interview preferred. Send tape, resume to Box 283B, BROADCASTING.

Opportunity for mature radio announcer seeking permanent position. Exceptional benefits in return for reasonant voice and highly professional style. Midwestern CBS basic radio-tv, outstanding community. Send tape and photograph immediately, all inquiries answered. Box 417B, BROADCASTING.

Experienced morning man who can write copy. Must type. Position must be filled immediately. Send complete employment record, tape, preferably air check. Want man who enjoys stability, living conditions, nice central California town. Box 589B, BROADCASTING.

Illinois kilowatt independent adult music station wants mature versatile announcer for dj work plus news gathering and writing. Excellent starting salary. Many extra benefits for experienced man. List age, education, family status, detailed experience. Box 590B, BROADCASTING.

Negro announcer. Must be experienced and rockin' personality for major market station. Rush experience and tape. Box 591B, BROADCASTING.

We need a top man for a top station in a major Florida market, to do disc jockey show and assume position as production manager. Must have excellent voice. Strong commercial. Creative. No top 40 specialists. This is solid career opportunity for right man. Must have adequate experience. Send tape and resume to Box 609B, BROADCASTING.

Virginia NBC station needs morning man-sports play-by-play, and announcer-salesman to replace college students. Good pay, permanent positions. Send tape and resume to Box 635B, BROADCASTING.

Deep south network affiliate needs outstanding radio newsman, preferably with journalism degree. Position requires creative approach gathering, writing and producing news. Send resume, tape, and salary requirements. Box 645B, BROADCASTING.

Experienced, stable, versatile announcer, with board showmanship. Weekly minimum, $80.00. Illinois. Box 658B, BROADCASTING.

Negro announcer with 1st ticket and strong air personality for established major market station. Must be a go-getter. Resume and tape immediately. Box 662B, BROADCASTING.

Virginia 1000 watt independent needs permanent, reliable engineer-announcer. Good salary, hours to right man. Send resume and tape to Box 677B, BROADCASTING.

Midwest medium market station needs dj announcer with first class ticket, no maintenance, who likes production and can do news, and is looking for a future in radio $90 to $100 starting salary. Send expendable tape, photo and resume to Box 706B, BROADCASTING.

Top-rated major market, Texas independent, has opening for morning dj. Must have morning drive time experience. Send tape, picture, resume, references, expected starting salary to Box 713B, BROADCASTING.

Young, experienced, top forty, first phone announcer. Send tape, photo, resume to: Box 3011, Houston, Texas.

Help Wanted—(Cont'd)

Announcers

Opportunity for married staff announcer. Send resume. Network station. KFRO, Longview, Texas.

Southern California, 1 kw, day-timer needs announcer-engineer, experienced or inexperienced, emphasis on announcing, 1st ticket. Air mail brief resume and photo, if possible to Philip L. Solberg, General Manager, Radio Station KBVM, Lancaster, California, only 65 miles from Los Angeles.

Announcer, preferably with 1st phone, 5000 watt station. KCFA, Box 8024, Spokane, Washington.

Announcer, preferably with first phone. Must be good announcer with right attitude and ability. Not top 40 operation. Send tape resume and picture to KTOC, P.O. Box 550, Jonesboro, Louisiana.

CBS station in northeast market of 100,000 looking for afternoon personality dj. If you can do top personality work without rock and roll, if you can do a competent job of newscasting, and if you want excellent working conditions in a fine community, send tape and resume to Program Director, WELM, Elmira, N.Y.

No experience necessary. We want somebody who is talented and willing to learn. Good pay for forty hour week. Send tape and resume to WHAP, Box 621, Hopewell, Virginia.

Newsman-announcer, with news of primary concern. Excellent pay, fringe benefits. Require stable, reliable person. Send audition tape, background resume, photo immediately to Bill Frink, WIMA, Lima, Ohio.

$100 per week, at least 5 years experience. Send tape and employment record, WINA, Charlottesville, Va.

Play-by-play sports and staff announcer, combination opening on station that carries full high school football and basketball schedule. Full benefits, good working conditions. All details in interview. Call Karl Bates, Program Director, WLEC, Sandusky, Ohio, Main 6-2000, collect.

Salesman for WPAZ, Pottstown, Pa. Long list of accounts to start . . . guaranteed draw—profit sharing. Experienced radio men only.

Immediate opening, alert combo dj. WRAJ, Anna, Illinois. Don Michel, Mgr.

Florida, WRMF, Titusville, at Cape Canaveral. Announcer-salesman. Stable organization. Permanent for reliable individual.

Rod Roddy—seeking fresh comic talent for his new fall show. Send expendable audition, background, etc., to: Rod Roddy Inc., KQV, Pittsburgh.

WRVA Radio, 50,000 watts, Richmond, Virginia, now accepting tapes for competitive auditions. Need strong music personality with an interest in people, news and sports. Contact Jack Clements.

Florida. Number one station in south Florida area has immediate opening with top income for experienced, versatile dj to handle "top fifty" morning show. Must be conscientious, cheerful and outstanding in the creation . . . production of tape commercials. Rush tape, photo and resume: P.O. Box 539, Hollywood, Florida.

Perspicaciously written emcee and deejay comedy patter. For details write B.L. Enterpries, P.O. Box 1, Elkhart, Indiana.

Program director and top air personality for WGEE, Indianapolis. Send background and tape to Tim Crow, Rollins Broadcasting-Telecasting, P.O. Box 1389, Wilmington, Delaware.

Help Wanted—(Cont'd)

Announcers

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential, Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

Detroit area swinger needs newscasters. Must be rapid-fire, exciting, puncher! Medium market man ready for big town acceptance. Rush tape, resume, salary picture to Radio, 1511 First St., Suite 813, Detroit, Michigan.

Technical

Excellent opportunity for combination chief engineer-announcer in southeast. $115.00 weekly salary for right man plus opportunity for advancement to supervisory capacity with salary increase. Send tape, resume, references and photograph if available to Box 494B, BROADCASTING.

Engineer for eastern Ohio radio station. State experience and salary desired. Box 567B, BROADCASTING.

Chief engineer for 5 kw. Must have directional and equipment maintenance background. Start $500.00 with good advancement, secure future. Send details and photo to Box 611B, BROADCASTING.

Excellent opportunity for combination chief engineer-announcer in Virginia area. $120.00 week start for right man. Engineering ability primary concern. Small, unhurried market, good music. Send tape, resume, references and picture to Box 683B, BROADCASTING. Only pleasant, men of good character need apply.

Southern California, chief engineer-announcer . . . must be experienced in directional and construction. Call or write Philip L. Solberg, General Manager, KBVM, Lancaster, California, only 65 miles from Los Angeles.

Wanted immediately — engineer - announcer for daytimer. Ideal working conditions—starting salary in excess of $5,000.00 per year. Contact Hoyt Caldwell, Box 877, KLEA, Lovington, New Mexico.

First phone engineer, smart enough to realize you can still learn at directional set-up. Studio production, minor maintenance, no air work. Send complete details. Must have car. KSTT, Davenport, Iowa.

Wanted: First phone-combo man for five thousand watt full-time station. No maintenance required. Excellent opportunity to gain valuable engineering experience under chief engineer. Send tape, resume, etc to Henry Beam, WAAY Radio, P.O. Box 986, Huntsville, Ala.

First class engineer wanted am and fm. WFAH, Alliance, Ohio.

A-1 country-western 5 kw station will pay A-1 salary for A-1 engineer-announcer. Send tape, resume and picture. WQIK, Jacksonville 6, Florida.

Engineer or combo engineer-announcer. Wanted immediately. WVOS, Liberty, New York.

Production—Programming, Others

Large Los Angeles area college wants man or woman with extensive small station experience as radio-television instructor immediately. Teaching credential desirable. Box 639B, BROADCASTING.

Unusual-mature man probably fifty with flair for giving depth to special programs, interviews, community contacts, editorials, etc., wants to work relaxed, live in intermountain west close to hunting, fishing, boating. New kind of job. Interested? Write Box 664B, BROADCASTING, give background.

Experienced copywriter with some knowledge in production. Must be proficient in writing good commercial copy. Write information to: Mr. William L. Lipman, WLIP, Kenosha, Wisconsin. Just 50 miles north of Chicago on Lake Michigan.

Help Wanted—(Cont'd)

Production-Programming, Others

Local news director. August opening at daytime kilowatt to head established news bureau and work with news writer and three correspondents. Air conditioned quarters, 5 day week, vacation, hospitalization and pension benefits. Apply to William Holm, WLPO, LaSalle, Illinois.

Attention: Havana and Miami newsmen. Stringer needed urgently to cover daily Fidel Castrovitch story for growing radio news net. Write: NEWEH Productions, P.O. 1618, Hollywood 28, California.

Want to live and work in radio or Television in northern California, southern Oregon? Sales, transmitter operators, production. Write Don Telford, Box 1021, Eureka, California.

Aggresive newsmen as stringers in your area for growing radio news net. Actuality tapes and unique writing important. Write: NEWEH Productions, P.O. Box 1618, Hollywood 28, California.

RADIO

Situations Wanted—Management

Radio manager, success record in meduim market with top chain, left radio for tv, wants back in radio management. Professional salesman. Executive ability. Top management references. Box 621B, BROADCASTING.

General manager—34 years old, college, well experienced, will invest own money for interest. Have sales-program team that will invest own money. Principles. Confidential. Box 624B, BROADCASTING.

Manager-general, 14 years major market. Famous group. Top references. Box 634B, BROADCASTING.

General managership. Currently station manager. West-southwest fm-am. Family. References. Box 649B, BROADCASTING.

Manager/chief engineer/ in small one station market. Fourteen years in radio over eight years with previous employer/ 2½ with present station, 11 years as chief engineer for 1000 and 5000 watt operations. 3 years manager experience. Married, 2 children, 34 years old. Prefer south east. Box 652B, BROADCASTING.

Thoroughly experienced and successful in sales, management, and operation. 28 years in radio, sober, best references. Experienced in both small and metro markets. Willing to invest, work on percentage, or lease-purchase. Available now after sale of own station. Box 656B, BROADCASTING.

Highly successful broadcaster with proven record of fifteen years, all phases of radio, wants sick station in mid-west multi-station market with an opportunity of part ownership. Owner must give complete control of station to me or I am not interested. I need sick station only, not sick station and sick owners. Have best references in the radio industry. If you want to make money, write me today. Box 660B, BROADCASTING.

Management: Let's discuss the situation at your station. Box 665B, BROADCASTING.

Manager/sales manager for small, medium market station. Fifteen years experience in local and regional selling direct. Fine sales record. Thorough knowledge station operation, programming, etc. Interested only in full responsibility. Highest industry references. Box 674B, BROADCASTING.

Overseas stations! Station manager seeks management overseas. Top quality format with lush sound. Any location considered. References. Reasonable salary. Box 650B, BROADCASTING.

Young, ambitious executive, presently employed, seeking management change to urban market in northeast. Proven success record, college grad, more than twelve years experience in broadcasting and management. Box 703B, BROADCASTING.

Mananger or commercial manager. 10 years experience these capacities, also network and national agencies. Best references, solid record of profits, ratings. Robert D. Williams, 720 West Walnut, Salina, Kansas.

Situations Wanted—(Cont'd)

Sales

Radio time salesman presently located in New York suburban area seeks connection with radio or tv rep or a wide awake radio station. Experienced in sales, promotion and service of all types of accounts. Will relocate for right opportunity. Salary or draw against commission plus expenses. Box 642B, BROADCASTING.

Announcers

Live wire swingin' dj or all-around announcer available September 1. Prefer dj. Box 553B, BROADCASTING.

Adult appeal stations! Mature professional for major market. Experienced to handle a well balanced music show, and any staff. Know music. Low, smooth, pleasant professional style. 8 years, 28, single, employed. References from present employer. Box 557B, BROADCASTING.

Experienced country dj-copywriter, farm news. First phone, no r&r. Box 562B, BROADCASTING.

Million market humor dj-announcer. Lovable, sincere, brilliant, friendly, hungry. Check July 4 ad. Bill Bolte. Box 585B, BROADCASTING.

Negro announcer, beginner, thoroughly trained, excellent voice, commercial whiz. Married. Box 620B, BROADCASTING.

Experienced dj; news and sports. Adult, professional, versatile, ambitious. Box 622B, BROADCASTING.

Talented dj, experienced, young, single, draft-free, college, wants swingin' small-market, top 40 operation. Will travel. Box 625B, BROADCASTING.

Large market, family radio type operation. Mature voice, mature record personality, 8 years in polishing. No top 40. Tight production, enthusiastic, friendly. Music policy, from good music to the best of today's pops. Will work any shift but prefer midnight to dawn trick if 24 hour station. Box 631B. BROADCASTING.

Top morning team, presently with major station in one of top ten radio markets desires permanent change. Would consider radio-television combo. Excellent with production, characters, promotions and commercials. Highest references. Box 632B, BROADCASTING.

Football broadcaster. You'll know him. Majors-football, baseball. Big name 12 years. Box 633B, BROADCASTING.

Sports and pd. Play-by-play, 7 years experience, 26, married, family, college graduate, excellent character and references. Employed. Box 644B, BROADCASTING.

Up and at 'em morning dj. Play-by-play. Some tv. Versatile. Excellent references. $125.00 minimum. Box 646B, BROADCASTING.

Negro dj professionally trained and experienced. Prefer small station. Tape upon request. Box 647B, BROADCASTING.

Nine years, solid references. Know standard and formula radio. Reference from every employer. Veteran with college. Best of radio background. Open for any investigation. Box 653B, BROADCASTING.

Air personality; fast-paced, top 40, young, enthusiastic, 2 years experience, family man, desires solid station in medium mid-west market. Box 654B, BROADCASTING.

Combo man, good voice, single, experienced, wants small relaxed station near water. Announce, sales, engineer, copy, manage. Box 661B, BROADCASTING.

Announcer—NY radio/tv broadcasting school and college graduate. Capable, adult individual possessing authoritative, professional voice quality. Excellent newscaster and commercial man but interested performing all staff assignments. Some previous experience. Box 667B, BROADCASTING.

Announcer, first phone, desires relocation near Albuquerque. Fifteen months experience as program director, announcer and engineer. Emphasis on announcing. Presently employed. Box 670B, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Attention Los Angeles area! McLendon experienced . . . Fantastic news, amazing jock ability. Night shift needed. Box 671B, BROADCASTING.

Announcer—Ambitious young, married, professional school background—vet. Production minded. Box 672B, BROADCASTING.

Experienced announcer, young, married, ambitious. Professional school, no top forty. Box 673B, BROADCASTING.

Attention: Does your station lack professional sound? 3 personalities plus—with a total of 16 years of experience. (1) engineer and announcer—(1) pd and announcer—(1) news director-sales and announcer. All family men, sober and reliable. Work as a team. Do you want a professional top rated sound? Your station can be operated—To be top rated. Let's get together. Box 679B, BROADCASTING.

Versatile negro announcer, disc jockey, copywriter, board operation, experienced, desire night show, will travel right offer. Box 682B, BROADCASTING.

Does alert midwest station need immediate, permanent newsman-announcer? Here's your man. Box 685B, BROADCASTING.

Experienced announcer. Skilled enthusiastic dj-newscaster. Prompt tape. Box 688B, BROADCASTING.

Announcer, chief engineer, seeking change. Formerly in major market. Can handle any department, not afraid of responsibility or work. Box 692B, BROADCASTING.

Better than average dj-newscaster. Eight years experience. Available immediately. Box 693B, BROADCASTING.

Announcer-accountant, experienced in both, 24; college grad . . . radio-tv. Box 694B, BROADCASTING.

Top personality, announcer. Can fill any seat. Eight years experience all phases. Presently Pulse rated first in seven station market. Top metropolitan markets only. Box 695B, BROADCASTING.

Young, experienced, dj-announcer, smooth voice, worked both indie and CBS network affiliate. 3rd class ticket, runs own board, turntables. Also experienced CBS tv announcer. Best suited for swinging personality show, preferably at night. Also does play-by-play 10 major sports; news, staff work. Box 696B, BROADCASTING.

Staff announcer; friendly style, mature, adaptable, cooperative. Family man seeking larger N.E. market. Box 697B, BROADCASTING.

Among the rip'n-readers and newsmen, one stands out. Box 686B, BROADCASTING.

8 years experience major-minor markets-dj-personality available major market but will consider smaller for right price. Explain operation. All replies answered. Box 699B, BROADCASTING.

Announcer, 29, experienced, reliable, sober, non-floater. Desires L.A. area. $150 minimum weekly. Now employed, hurry. Box 700B, BROADCASTING.

Announcer or c&w dj—seeking permanent position in small market. Prefer New England, 1 year experience, operate broad, write copy, 3rd ticket. Willing to learn and become an asset to your operation. Married, steady, non drinker. Secure position more important than salary! Box 702B, BROADCASTING.

Announcer-dj—Some experience, can operate own board, with unfailing qualities, youth, ambition. Midwest. Box 704B, BROADCASTING.

Announcer—Professional radio school experience. Tight format — combo-married, want to settle down. Claude DeRod, 38-05 65th Street, Woodside, L.I., N. Y., Tel: OL 1-1963.

4 years experience. Strong news, production. East dj, but tight. College, married, family. 32, desire to settle. Available after Sept. 10. Richard Drake, 915 E. College, Apt. A, Lake Charles, La., Phone Greenfield 7-3919.

Situations Wanted—(Cont'd)

Announcers

Experienced announcer—All phases, strong on country and gospel, family man. Contact Bob Henderson, 4425 Sims Road, Knoxville, Tenn. after 3 o'clock pm or phone 4-0262.

Graduate Central Technical Institute desires employment. First class ticket. Interested in combo; announcing. Jim Hirt, 2420 N. 8th Street, Sheboygan, Wisconsin. GL 7-5197.

Young man determined to succeed. Well trained, ambitious and alert. Will relocate. Bill Jacobs, Box 338, Mancelona, Michigan.

Wanted: non rock operation that needs good music announcer. Four years experience in good operation. 26, married, veteran, dependable and good. Want to settle. Like Hawaii, anywhere mainland. Middle or big market. Gene Klemick, 125 W. 5th, Ottumwa, Iowa, Murray 2-7807.

Experienced sportscaster—1st phone. Radio-tv-anywhere U.S.A.—for games. L. B. Productions—1801 Coldwater Canyon, Beverly Hills, California. CRestview 5-8592.

Young negro vet. Hard worker. Willing to learn. Graduate radio school. Will travel anywhere. Bob Lee, 6028 S. Drexel Ave., Chicago 37, Illinois.

Negro dj, outstanding dj personality, run own board, will travel. Nathaniel Logan, 222 Riverside Drive, NYC 25, Apt. 1B6.

Definite drifter and floater desires night show . . . Extemporaneous, prima donna, always late type . . . 30 and still boozin' and chasin' women . . . Experience—28 stations in last 24 months . . . None of this salary commensurate with ability jazz . . . I gotta eat! . . . Call Jim Michaels, Crestview 6-1311, K-KID, Pendleton, Oregon anytime . . . Nasty old employer knows of this ad.

Radio and/or tv . . . experienced staff announcer with eye toward permanent position. Mature, exciting play-by-play on all sports. Employed, 28, family, college. Larry Myers, 1202 Harrison Avenue, Canon City, Colorado.

D-Js experienced. Good ad lib personalities. Fast board. Good sell. Contact New York School of Announcing and Speech, 160 West 73rd Street, New York City.

Young man looking for a start in radio or tv. Covered all phases of studio operations. Write Mr. Dimitri Nickas, 226-6 Avenue, Brooklyn 15, N.Y.

"Combo man" prefers news with staff announcing. Married, reliable with mature voice. Experience on Collins and Gates boards. Bob Picket, WH 2-2658, 133 N. Montclair, Dallas, Texas.

Announcer-newscaster. Three years Dartmouth education. News, announcing, disc jockey, and stage acting experience. 21, single. Draft status: 4-F. Anxious to get started in radio on permanent basis. Willing to travel. Please write or call John Russell, 1030 W. 53rd Terrace, Kansas City 12, Missouri. DElmar 3-3286.

Announcer-graduate of announcing school. Low, mature voice, enthusiastic beginner with some board experience. Norm Swenson, 3741 Dukeshire, Royal Oak, Michigan. LIberty 9-4159.

Technical

1st phone, college grad., some board experience, would consider any area, either radio or tv. Box 627B, BROADCASTING.

Engineer. Ten years experience all phases. Now employed large south eastern city. Like to work. Stable family man. No announcing. Box 655B, BROADCASTING.

AM-FM chief engineer desires step-up. Have the cleanest signal in town! Young, single, will work anywhere for right offer. Box 711B, BROADCASTING.

Engineer. Experienced am, fm, construction, maintenance and directional arrays. Box 709B, BROADCASTING.

Engineer-potential announcer. Have two years experience in radio and one in tv. Box 710B, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

AM-FM chief engineer, looking for challenge. Rebuilt two station, latest 5kw directional. Must support Corvette! References. Box 712B, BROADCASTING.

Chief or engineer, twelve years experience, first phone. Room 217, Marian Hotel, Palatka, Florida, East 5-4536.

First class transmitter job with future, 13 years experience. Will consider am or tv, any location that pays. Telephone Crestwood 3-4158, Jefferson Rice, 708 West Central, Bentonville, Arkansas.

Production—Programming, Others

Take a giant step in ratings and income! I know a program director who can put your station at the top of every timebuyer's list. His 15 year background in modern format radio is solid success. National agencies and rep's acknowledge his creative programming and sales-building production work. Presently employed, this man welcomes new challenges in a top-twenty market . . . the tougher the better. For the best investment in personnel you ever made, write Box 630B, BROADCASTING.

Need more money for churning out creative copy fast. 90 wpm. Employed. Prefer copy only position, medium-large market. Box 651B, BROADCASTING.

Outstanding radio-tv newscaster-commentator, authoritative, commanding delivery, mature, seeking association integrity station/group desiring informative news, writer-producer compelling documentaries, dynamic public affairs programs; extensive background editorializing. Box 663B, BROADCASTING.

Newsman—Three years medium southern market. Proficient all facets of news. College graduate. Married. Want advancement. Box 669B, BROADCASTING.

Newscaster; now employed as broadcaster-editor-writer in top thirty market wants to move to similar or larger metropolitan area anywhere in U. S. Box 691B, BROADCASTING.

Top-flight news and sports. Can handle own department. Excellent background. Also handle radio-tv combination. Mid-twenties, good looking, married. Box 707B, BROADCASTING.

TELEVISION

Help Wanted—Sales

Number one vhf-tv in medium midwest market now expanding local programming and sales, needs number one local time salesman to assist local sales manager. Moderate salary to start, leading to excellent commission earnings for right man. Send resume of experience, earnings, references to Box 432B, BROADCASTING.

Technical

Engineer with first class license for 250kw uhf. Experience not necessary. Box 458B, BROADCASTING.

TV studio engineer for employment with a Virginia network affiliate. Excellent working conditions and employee benefits. Write Box 545B, BROADCASTING.

Assistant to chief wanted by southwest tv station. First class ticket, strong on maintenance. Good salary and benefits, excellent opportunity. Air mail resume. Box 613B, BROADCASTING.

Experienced tv broadcast engineer with full power vhf station in Montana's largest metropolitan area close to excellent hunting and fishing. Position available for engineer who likes maintenance operation planning and installation. 40 hour week. Call collect ALphine 2-5611, Grant French, KOOK-TV, Billings, Montana.

Vacancy for television engineer. Experience desirable, but not absolutely necessary if have radio background and willingness to co-operate and work. Good working conditions. Manager, KSWS-TV, Roswell, New Mexico.

Help Wanted—(Cont'd)

Technical

Help wanted: New Florida television station serving Fort Pierce-Vero Beach area now staffing departments. On air October First. WTVI, Fort Pierce, Florida.

Assistant chief engineer or studio operations engineer. Salary open. Prefer 2 to 3 years experience in maintenance. Jerry E. Smith, C.E., Box 840, Corpus Christi, Texas.

Production-Programming, Others

News director. Experienced, capable newsman wanted for news director of progressive news minded station. Must be thoroughly experienced in all phases of news gathering and presentation. Position does not necessarily entail on-the-air work, but does require air experience. Salary $150 per week. Box 638B, BROADCASTING.

TELEVISION

Situations Wanted—Management

Station manager. Thoroughly experienced and successful in competitive broadcasting administration—sales management—sales—programming for 18 years (TV—7 years). BA Degree; 36; high-type; teetotaler. For past year, CBS radio station manager in 1½ million market. Present opportunity for advancement too limited. Can produce efficient, high-caliber, profits-making operation in larger or smaller market—radio or tv. Have done it; am doing it. Box 668B, BROADCASTING.

General manager. 5 years tv management. Top sales direction. Saleable program creation excellent. Presently employed. Box 689B, BROADCASTING.

Manager or commercial manager. 10 years experience these capacities, also network and national agencies. Best references, solid record of profits, ratings. Robert D. Williams, 720 West Walnut, Salina, Kansas.

Sales

Local-regional sales manager: Dependable, hard-working, educated. Interview requested. Box 708B, BROADCASTING.

Announcers

Radio announcer with a very good background wants job in tv as an announcer. Prefer all auditions in person. I don't care for tapes. The job must be permanent. Box 581B, BROADCASTING.

Technical

Desire to relocate in San Francisco-Oakland area. 10 years experience. Radio-tv. Available November 1st. Box 547B, BROADCASTING.

13 years experience am-fm-tv, studio, and transmitter, operation, construction maintenance, 9 years chief and supervisory. Box 599B, BROADCASTING.

Production-Programming, Others

Experienced cine-photographer with on-the-spot news reporting, full editing and lab experience. Available immediately. Box 999A, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Producer - director - writer. Experienced, Alert. Creative. Practical. Box 623B, BROADCASTING.

ETV production manager (BA., Speech, MS., Television, certificated teacher) desires association with etv center offering growth opportunity. Experienced all phases television production. Strong emphasis on instructional programming. School board position considered. Location/salary dependent upon nature of position. Box 626B, BROADCASTING.

Film director, all phases film room operation, 5 years experience, versatile, family man, excellent references. Can also work in production. Box 637B, BROADCASTING.

Available January 15, 1961—Production/direction live/film. Versatile all phases commercial/education. 10 years experience. Have Arri—Passport—Will travel. Box 640B, BROADCASTING.

20 years experience, including 5 years tv management. Creative programming my forte. Seeking program directorship of quality operation. Box 690B, BROADCASTING.

FOR SALE

Equipment

For immediate sale: RCA 5kw television transmitter channel 5 RCA transmitter console with TM-5A monitor RCA 3 bay antenna channel 5. RCA WM12 and WM13 demodulators. RCA 10kw harmonic filters (2) channel 5, RCA 10kw diplexer channel 5, 400' Stainless guyed tower on ground. 800' 3⅛ transmission line. Sold as package or separately. Box 377B, BROADCASTING.

Multiplex receivers—Bogen RM2—like new. 67kc.—$110 each. Box 431B, BROADCASTING.

RCA 6-bay hi band tv antenna, few years old, presently tuned to Channel 9, but can be tuned to any of the high bands. This antenna is the lower half of a 12-bay and will support six more bays, or can be used as is. Will be available soon—cheap. Box 643B, BROADCASTING.

Volkswagen deluxe microbus remote studio complete with 16" TTs, 601-2 Ampex TR, 30 W PA system music-caster speakers, fluorescent lights, radio, etc. Used less than one year. Price $4500.00 new condition. Inventory available. P.O. Box 54, STA.F., Cincinnati 4, Ohio.

Two complete DuMont Flying Spot Scanner systems. First system has two DuMont 16mm projectors, two Swindler Saupe slide projectors, opaque section. Original cost $31,300. In daily operation until last week. Excellent condition. Price $6,260 firm. Second system is full color and consists of two 16mm DuMont projectors, one color modified. Two color DuMont slide projectors. Original cost $32,192.00. Price $6,500 firm. Will sell both for $12,000 firm. Contact Homer Lane, KOOL-TV, Phoenix, Arizona.

Two magnecorders pt6ah and associated amplifiers pt6J . . . in excellent condition . . . must sell at once . . . call W-DOG Radio, Marine City, Michigan, telephone RO. 5-7944, ask for Mr. Cale . . . Make us an offer.

FOR SALE

Equipment—(Cont'd)

One RCA type BTA-5F am transmitter, 5 kw output operating and tuned to 1310 kc. 1 RCA type BTF-10B fm transmitter 10 kw output—operating and tuned to 97.3 mc. Contact: Dan Hydrick, WGH Radio, Norfolk-Newport News, Virginia.

Guyed tower—heavy duty Utility type 260 with A-2 lighting. 150' standing—40' grounded—190' overall. Available immediately. Make offer. Radio Station WOKJ, P.O. Box 2667, Jackson, Mississippi. Telephone FL 4-4096.

Video monitors. Closed circuit and broadcast, Foto Video Laboratories Inc., Cedar Grove, New Jersey, CE 9-6100.

35 mm tv projectors for sale. Four used Simplex Acme projectors with 3-2 pulldown for tv, will be available in September. Contact Otis Freeman, Chief Engineer, 220 East 42nd Street, New York 17, New York—Telephone No. Murray Hill 2-6500.

Tv Video monitors. 8 Mc., metal cabinets starting at $199.00. 30 different models 8" thru 24" Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

WANTED TO BUY

Stations

Experienced owner-operators will pay to 300M for right radio station. No brokers. Box 358B, BROADCASTING.

Will buy station in Texas located in city over 10,000 population. Submit terms wanted. Confidential. No brokers. Box 629B, BROADCASTING.

Construction permit wanted. Small investment group wishes partial interest in radio c.p. Any area. Can furnish capital and references. No brokers. Box 676B, BROADCASTING.

Responsible individual, twenty years broadcast management wants thousand watt daytimer, 50,000-100,000 population primary market, less population if single station market. Eastern seacoast, North Carolina to Florida, principal. Box 701B, BROADCASTING.

Equipment

TV mobile van without equipment, or if equipped, must have 2 camera chains, monitors, audio, etc. Advise price, location, list of equipment. Box 675B, BROADCASTING.

Want Nems-Clarke field intensity meter. George Williams, KGHM, Brookfield, Missouri.

Want 900 megacycle STL system, complete. Contact R.J. Bitner, Chief Engineer, KRVN, Lexington, Nebraska.

Good used 250 watt transmitter on or near 1290 kc. that would serve as stand-by. Prefer RCA already located in Pacific northwest. Also need good used four channel remote amplifier. State price and condition. KUMA, Pendleton, Oregon.

Anything in broadcasting field from a tube to a tower sold or bought. Electrofind, 550 Fifth Avenue, N.Y.C.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting August 31, October 26, 1960. January 4, 1961. For information, references and reservations write William B. Ogden. Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

WANTED IMMEDIATELY

METEOROLOGIST

Excellent opportunity for experienced TV weathercaster with professional background and training in meteorology to supervise complete weather station including Decca type 40 weather radar. Contact or call Leroy E. Kilpatrick, WSAZ-TV, Huntington, W. Va.

INSTRUCTIONS

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1130 Spring St., N.W., Atlanta, Georgia.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

RADIO

Help Wanted—Management

MANAGER

Northern Ohio medium market station seeks strong sales-management man looking for top potential. Tell all 1st letter.

Box 628B, BROADCASTING.

Announcers

LIVELY DISK JOCKEYS

(NOT FRANTIC)

FOR PRESTIGE PERSONALITY STATION

MAJOR NORTHEAST MARKET TOP PAY

Send Audition Tape (7½ I.P.S.)

To Box 657B, BROADCASTING

FIRST PHONE ANNOUNCER

Needed end of September announcer-dj with first phone ticket. All night show. Top rated 5000 watt directional. Send tape, resume, salary requirements to WNDR, Syracuse, New York.

Production-Programming, Others

AN UNUSUAL OPPORTUNITY IN ADVERTISING AGENCY RADIO-TV COPYWRITING

For a college graduate with 1-2 years of station experience including commercial copywriting and account handling.

The immediate assignment in this well established Syracuse agency will be handling all copywriting and station contacts for a number of established accounts. Ultimate opportunity to develop this department, with appropriate financial incentives.

We serve this agency in a consulting capacity. No charge to the applicant for our services. For further information please write John W. Willard and Associates, Personnel Consultants, 753 James St., Syracuse, New York.

Help Wanted—(Cont'd)

Production—Programming, Others

NEWSMAN WANTED

Experienced, aggressive, newscaster, reporter and editor, for this top-rated, 24 hours station, in the 43rd market. All modern news-gathering aids, including AP, UPI, Radio Press Int'l., air and ground mobile units, etc. Better than average salary and working conditions, permanent position. Send complete information, including starting salary, photo, tape, etc., to BOB WYLIE, P.D., WAKR, Radio-TV Center, Akron 20, Ohio, PO 2-8811.

Technical

CHIEF ENGINEER

Outstanding 60 kilowatt eastern clear channel needs qualified man to handle large plant and staff. Must be strong administrator. Good pay and company benefits. Send complete information on experience, salary required and recent photo.

Box 698B, BROADCASTING

RADIO

Situations Wanted—Management

AVAILABLE

Network executive with proven track record in management, sales and administration. Desires association with enterprising firm interested in growth. Knows local operations as well as national. Top references.

Box 681B, BROADCASTING

TELEVISION

Help Wanted

Production-Programming, Others

WANTED

ADVERTISING & PROMOTION MANAGER

Top station in large eastern market. Television background and experience essential. Imaginative, self-starting plans-maker to head up department. Well versed in all advertising media; familiar with audience research and methods. Capable administrator, able to coordinate and formulate long-range plans. Skilled in the use of on-air, print media, outdoor trade press and direct mail. An able writer with a thorough knowledge of sales development and sales promotion. Send qualifications to:

Box 666B, BROADCASTING

Help Wanted—(Cont'd)

Production-Programming, Others

TELEVISION GIRL

NEW YORK CITY

Nationwide film syndicator looking for girl with local TV station background for important programming assignment. Must be able to discuss films with TV station personnel. No travel. Locate NYC. Salary open.

Write Box 678B, BROADCASTING

FOR SALE

Equipment

Spotmaster

No. 1

In The Tape Cartridge Field

Instant Cueing

For descriptive material, write

BROADCAST ELECTRONICS, Inc.

8800 Brookville Rd., Silver Spring, Md.

or

contact your VISUAL ELECTRONICS man

EMPLOYMENT SERVICE

MIDWEST JOBS WAITING

12 Salesmen, 1 Salesmgr. 11 Announcers 2 P.D.s, 10 Engineers, 11 Combo-men, plus production help, currently in our files.

New openings daily

We place in eight Upper Midwest states

Write NOW for application

WALKER EMPLOYMENT SERVICE

Broadcast Division H

83 So. 7th St. Mineapolis 2, Minn.

FEderal 9-0961

CAROLINAS CALLING

Announcer, engineers, all positions. No registration fee.

Carriker Employment Service

314 W. Trade Street

Charlotte, N.C.

MISCELLANEOUS

PROFIT PROBLEMS

We may be able to help you.

Since 1945 our firm has been employed by radio and television stations throughout the country to analyze day-to-day operations and make specific recommendations for improvement. We may not be smarter than the executives we advise, but we do bring in a fresh viewpoint, know-how based on experience, and an analytical eye unimpeded by station politics and policies.

HOWARD S. FRAZIER, INC.

1736 Wisconsin Ave., N. W.

Washington 7, D. C.

Tv and Radio Consultants — **Licensed Brokers**

MISCELLANEOUS

BROADCAST PRINTING

New Approved
STANDARD BILLING FORMS FOR RADIO/TV SPOT
as recommended by SPONSORS, Agency Financial Groups
1,000—$6.95, 2,000—$11.00, 5,000—$24.00.
Check with order. Delivery within 3 days.
Send copy for your imprint.

FREEBERN PRESS, INC.
Hudson Falls, N.Y.

MISCELLANEOUS

Specializing in Broadcast Telemetry
Radio Remote Control and Multiplex Systems
For
STUDIO TRANSMITTER LINKS
John A. Moseley Associates
Box 3192 Woodland 7-1469
Santa Barbara, California

STATIONS — FOR SALE

SMALL AM STATION

In Michigan for sale—in small market—Ideal owner operator set-up. Priced to sell.

Box 636B, BROADCASTING

GUNZENDORFER

CALIFORNIA—*$12,500* down. $300 a month payout. Total price $60,000.
NORTHWEST—*$27,500* down. 10 year payout. Total price $95,000.
CALIFORNIA—*$43,500* down, 10 year payout. Total price $150,000.

WILT GUNZENDORFER AND ASSOCIATES
8630 W. Olympic, Los Angeles, Calif.
Licensed Brokers—Financial Consultants

PACIFIC NORTHWEST

Fulltime station grossing over $60,000 and showing good ownership earnings. Absentee owner's other business interests forces quick sale. 13 acres of land and fine building included in price of $79,000 with $22,500 down and the balance over 10 years.

Box 684B, BROADCASTING

To BUY or SELL a Radio or TV station, contact

PATT McDONALD CO.
Box 9266 — Ph. GL. 3-8080
Austin, Texas; or
Jack Koste, 60 E. 42nd. NY 17, NY
MU. 2-4813

CHICAGO SUBURBAN FM
STATION FOR SALE

Operating profitably; income can be doubled with multiplexing. Exclusive local service for over $300,000,000 suburban market. Low overhead. New equipment. No brokers, please.

Box 687B, BROADCASTING

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

Fla.	Small	Local	$50M	29%
La.	Small	250-w	107M	terms
Va.	Single	1kw-D	80M	25 dn.
Ill.	Single	Daytimer	95M	terms
N.Y.	Single	Daytimer	105M	cash
Cal.	Single	250w	68M	15 dn.
Miss.	Single	250w	39M	15 dn.
Ala.	Metro	1kw-D	175M	58 dn.
Cal.	Metro	Local	175M	29%
Fla.	Large	Regional	165M	cash
Fla.	Large	Fulltime	225M	terms
Mid Atl	Major	Fulltime	330M	25%
Central	Major	Daytimer	415M	cash

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta Indianapolis Los Angeles
Nashville New York San Antonio
San Francisco Seattle Troy, O.

Please Address:
1182 W. Peachtree, Atlanta 9, Ga.

STATIONS FOR SALE

ROCKY MOUNTAIN. Full time. Exclusive Stable market. Well established. Will do $85,000 for year. Asking $135,000 with 29% down.

SOUTHEAST. Profitable daytimer. Did $84,000 last year. Ahead this year. Asking $125,000 with 29% down.

ROCKY MOUNTAIN. Exclusive. Full time. Doing $50,000. Asking $55,000 with 29% down.

CALIFORNIA. Daytimer. Absentee owned. Growing market. Asking $50,000 with $10,000 down.

SOUTHWEST. One of the top markets in the country. Full time. Billing $12,000 monthly. Asking $270,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Continued from page 105

BP-13395—New, Mountain Home, Idaho, Northwest Bcstrs. Inc. Req: 1240kc, 250w, unl.

BP-13396—KSIG Crowley, La., KSIG Bcstg. Co. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

BP-13397—WWNS Statesboro, Ga., WWNS Inc. Has: 1240kc, 250w, unl. Req: 1240kc, 250w, 1kw-LS, unl.

BP-13399—New, Hardin, Mont., Big Horn County Musicasters. Req: 1230kc, 250w, unl.

BP-13408—New, Great Falls, Mont., John Broad Bcstg. Assoc. Req: 920kc, 5kw, D.

BP-13409—WLOG Logan, W.Va., Clarence H. Frey and Robert O. Greever. Has: 1230kc, 250w, unl. Req: 1230kc, 250w, 1kw-LS, unl.

BP-13412—WOCH North Vernon, Ind., Dorrell Ochs. Has: 1460kc, 500w, D. Req: 1460 kv, 1kw, D.

BP-13413—KAHU Waipahu, Hawaii, Rural 940kc, 10kw, unl.

BP-13415—New, Phoenix, Ariz., Maryvale Bcstg. Co. Req: 1520kc, 1kw, DA, D.

BP-13416—KTOC Jonesboro, La., Jackson Parish Bcstrs. Has: 920kc, 500w, DA, D. Req: 920kc, 1kw, D.

BP-13417—New, Windermere, Fla. Windermere Radio Co. Req: 1480kc, 1kw, D.

BP-13420—KAOK Lake Charles, La., KAOK Inc. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, DA-D, unl.

BP-13422—WROK Rockford, Ill., Rockford Bcstg. Inc. Has: 1440kc, 500w, 1kw-LS unl. Req: 1440kc, 500w, 5kw-LS, DA-D, unl.

BP-13423—New, San Diego, Calif., Cabrillo Bcstg. Co. Req: 1520kc, 500w, 1kw-LS, DA-2, unl.

BP-13425—New, Columbia, Miss., Fortenberry Enterprises. Req: 1600kc, 500w, D.

BP-13427—KTNT Tacoma, Wash., Tribune Publishing Co. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

BP-13428—WOKS Columbus, Ga., OK Radio Inc. Has: 1340kc, 250w, unl. Req: 1340 kc, 250w, 1kw-LS, unl.

BP-13429—WCRW Chicago, Ill., WCRW. Has: 1240kc, 100w, S-WEDC, WSBC. Req: 1240kc, 250w, S-WEDC, WSBC.

BP-13430—New, Sand Springs, Okla., Forrest G. Conley. Req: 1340kc, 100w, unl.

BP-13431—New, Ft. Myers, Fla., New Sounds Bcstg. Corp. Req: 1370kc, 500w, D.

BP-13432—New, Luray, Va., Page County Bcstr. Req: 1590kc, 1kw, D.

BP-13433—KTIX Seattle, Wash., KTIX Inc. Has: 1590kc, 5kw, D. Req: 1590 kc, 5kw, DA-N, unl.

Applications on which 309(b) letters have been issued:

BP-13362—WWXL Manchester, Ky., Wilderness Road Bcstg. Co. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

BP-13406 KBKW Aberdeen, Wash., KBKW Inc. Has: 1450kc, 250w, unl. Req: 1450kc, 250kw, 1kw-LS, unl.

BP-13426—New, Hammonton, N.J., Rodio Radio. Req: 1320kc, 500w, DA, D.

L.A. date change

A change in date, from Oct. 5 to Oct. 10, was announced last week for the FCC's programming inquiry in Los Angeles, Calif. As originally scheduled (BROADCASTING, July 25), the hearing will be held at 10 a.m. in the courtroom of the U.S. Court of Appeals, Ninth Circuit, 312 N. Spring St., Los Angeles. Chief Hearing Examiner James D. Cunningham will preside at the hearing. Commission counsel will include Ashbrook Bryant, chief of the Network Study Staff, and assistant chief James Tierney. A number of Hollywood tv film producers are expected to face the scrutiny of the commission in this third phase of a programming investigation begun in February 1959. Other hearings were held in New York and Washington.

SALES BOOSTER: WESTERN UNION ADVERTISING DISTRIBUTION SERVICE!

Catalogues delivered . . . displays set up . . . ad reprints distributed . . . this is the kind of quick, personal distribution service that helps boost sales . . . and it's exactly what you get from Western Union Distribution Service. Whatever it is . . . we'll get it there . . . pronto!

Wire us collect for the full story. Address: Western Union, Special Service Division, Department 8-B, New York, N. Y.

WESTERN UNION

SPECIAL SERVICES

OUR RESPECTS TO . . .

Joseph Lawrence Floyd

Natural trademarks being what they are, it was pretty predictable that a promotion-minded Dakota booster would make a distinct dent on Madison Avenue when he started pounding buyers' ears in the early 1950s.

The big-city advertising machine that sells soap or cereal with equal competence was meeting its match—a singular, self-made selling champ out of the farmlands of South Dakota.

The new contender in the Manhattan market place sported horn-rimmed glasses, bristling mustache, a characteristic cigar, and a voice that boomed: "I'm Joe Floyd. I consider myself a helluva salesman." Mr. Floyd was in town to line up programs for KELO-TV Sioux Falls, S.D., in 1953 at a time when advertisers were waiting for more sets and consumers for more shows. Today, buyers know the Floyd trademark considerably better.

KELO-TV is the heart and core of South Dakota's KELO-Land which also includes satellites KPLO-TV Reliance and KDLO-TV Florence (Watertown), as well as KELO radio, all owned by Midcontinent Broadcasting Co., of which Mr. Floyd is president and one-third owner. He also is vice president and stockholder of other BFR Stations properties—WLOL-AM-FM Minneapolis (33⅓%), KSO Des Moines (20%), and newly-acquired WKOW-AM-TV Madison, Wis. (20%).

Running & Thinking ■ It may be said that Joseph Lawrence Floyd came by his promotional savvy obscurely if not modestly. Born in Minneapolis Oct. 3, 1911, he was graduated from high school there in 1931. As a theatre usher at 15, he found he could fill up empty seats by running much and thinking hard. Show business took precedence over further education (1½ years at the U. of Minnesota) and he hatched a "depression-proof" idea for a barnstorming tour: auctioning off feminine apparel worn by pretty models to an eager audience.

Continuing his climb, Mr. Floyd became assistant manager of a Minneapolis theatre owned by E.R. Ruben, now one of his broadcasting associates, along with N. Lawrence Bentson (the three initials comprise BFR). Mr. Floyd became manager of Sioux Falls' Granada theatre under Mr. Ruben in 1933.

Mr. Floyd arrived at a view on the importance of film attractions that pretty well sums up his promotional flair for tv today: "No matter how weak a movie may be, there are always saleable values in it which can be ferreted out and dramatized."

Who's in Town? ■ By that time he started to pry into people's buying moods (on some nights the streets would be jammed, while on others, "you could shoot a cannon up and down the street"). He also acquired more promotional know-how, determined to beat out entrenched opposition in advertising and gimmickry. Among his promotions: chances on automobiles or trailer coaches, and new homes; girls in tights, swinging from the Granada marquee; an airplane taxiing down city streets to the theatre with a can of film. Messrs. Floyd and Ruben expanded their enterprises, getting a local undertaker to finance a larger show-house; setting up a bowling-recreational center, and adding a chain of six drive-in theatres through the Dakotas.

It was almost inevitable that broadcasting would prove the next lure for Messrs. Floyd, Ruben and Bentson. Actually, Joe Floyd had brushed against the medium in producing *Blind Date*, a Hollywood theatre idea conceived by a longtime associate, Clifford Gill, head of the Beverly Hills (Calif.) agency bearing his name, which handles Midcontinent advertising. Mr. Floyd took the format to NBC Radio and produced the program nationally with others.

BFR Lineup ■ The BFR principals acquired KELO-AM-TV in 1952, KDLO-TV in 1955, KPLO-TV in 1957 and WKOW-AM-TV only this summer (BROADCASTING, June 27) (affiliations: all CBS and ABC).

BFR STATIONS' FLOYD
Something nobody else can offer

Mr. Floyd's association with Mr. Gill (not to be confused with station executive Cliff Gill) goes back a number of years and is credited with providing the idea for the familiar advertising name, KELO-Land. The enthusiastic Mr. Floyd already was having a rough time on Madison Avenue in 1953 and things weren't improving when Mr. Gill posed a riddle: "What can your station give the advertiser that no other station in the nation can offer?" Mr. Floyd pleaded ignorance. "You, Joe. You can sell the blazes out of any product," he was told.

That is precisely what Mr. Floyd has done through the years, garnering advertiser money and generating station growth in a market that recently has added a competitor (KSOO-TV on ch. 13) to his established ch. 11.

Fitting the Pieces ■ Mr. Floyd is constantly on the go throughout KELO-Land and puts company executives on their mettle when he's at home in Sioux Falls. Says he: "Merely being strong in various facets of station operation is not enough. They have to mesh. You've got to put things together."

One example of this talent was establishment of KELO-Land by "pushing back the walls" of the KELO-TV signal and setting up KDLO-TV and KPLO-TV to create a single, homogenous, and larger market. With the satellite hookup, Midcontinent claims coverage of 73,496 square miles, including 103 counties in five states, and an audience of over 265,000 tv homes for advertisers.

Now well aware of the Floyd trademark and station coverage claims, agency buyers no longer ignore the rich midwestern market anchored in the South Dakota area. And, in case they forget, Mr. Floyd can be expected to remind them anew with spectacular stunts such as BFR's annual World Series baseball parties for New York and Chicago agency buyers.

Mr. Floyd married the former Donna B. Broach in 1936. They have a son, Joe Jr., a student at Denver U., and two grandchildren. The family has a cabin on Lake Okoboji in Iowa, where Mr. Floyd achieves relaxation almost as easily as he tackles a hard sell or merchandising idea.

At the lake Joe Floyd presides over a barbecue pit, pilots his cruiser or just basks on his back in the lazy blue resort waters. His friends say the ever-present cigar can still be seen, tightly clenched between his teeth, exemplifying his supreme confidence that he "can sell the blazes out of any product."

A truer view

THE Advertising Council has published a little book with a big title that is worth anybody's reading time.

The book is called "True Stories About Advertising Agencies and Their Talented Men and Women, or Another Two Years of Lighting The Torches for America and Putting Out Her Fires." It describes in a few words, but all of them meaningful, the 19 nationwide campaigns that volunteer agencies have conducted under the auspices of The Advertising Council in the past two years. The campaigns range from forest fire prevention to getting out the vote.

We hope the book is given wide circulation, particularly among the politicians and others who lately have been belaboring advertising as the domain of the unprincipled, the money-hungry and the cynical. If the critics read it, they will at least be somewhat moved. For the stories in the book show the good that advertising and advertising people are doing—at no reward save the satisfaction of being identified with useful causes.

At the end of the book is a short passage that describes "The Man from Madison Avenue." Here is what it says:

"Nearly every big national public drive conducted in America since the start of World War II has had, working busily behind the scenes, good people from a volunteer advertising agency. The statistics of this unsung labor of love are pretty staggering, and do violence to the stereotype of the slick advertising man circulated by columnists and circulation-minded authors.

"The man from Madison Avenue may have his faults. But he turns out to be an astonishingly decent fellow and a better citizen of his country than most of the brickbat-throwers.

"And every day, in some city or town in America, it happens—the man who is expert in communications is asked by friends and strangers to push another good community cause toward its goal. Far from Madison Avenue and Michigan Boulevard, talented advertising agency folks join up regularly, to aid local public service projects with their special skills.

"So we recommend the true stories—these few examples—told herein to authors, columnists and all who look down their noses at advertising. The heroes of these stories are, indeed, men and women 'who [in the words of Alexander Pope] do good by stealth, and blush to find fame.' "

Half a loaf

THE Pastore-Harris amendments are headed for enactment at this bob-tailed session of Congress. They will be a compromise in which neither broadcaster nor regulator gets all he wants.

There will be no suspensions up to 10 days for violations of the FCC's interminable regulations—as the FCC and House Committee Chairman Oren Harris fervently hoped. That was made clear by Senate Commerce Subcommittee Chairman Pastore in the opening moments of last week's hearings. Here, concerted opposition of broadcasters paid off.

But the outlook is bleak as to fines. They won't be the $1,000 per day per infraction as the House and the FCC urged. There will be "refinements" limiting liability and probably spelling out a schedule of forfeitures depending on the magnitude of the violation.

There seems to be the notion that the government has to hit broadcasters in the pocket-book. This, even though Sen. Pastore painstakingly observed that "99.44% of the country's broadcasters" are dedicated people and that a tiny minority has caused the calamitous troubles of recent months.

The FCC has never used its cease and desist or its revocation authority as Congress intended. By giving it the middle-ground to fine, Congress will make of the FCC a police court as well as a traffic court.

The good may overshadow the bad in the Pastore-Harris amendments, now that the suspension provision is to be booted out. Certainly the outlawing of quiz-rigging and payola is a plus. Clarification of sponsor-identification to end the temporary-license chaos precipitated by the FCC's literal application of Section 317 is essential. The pre-grant procedures and the provision to root out payoffs and strike applications are necessary.

For some time broadcasters have known that it's tougher to do business with Uncle Sam. Arrogation of program controls as enunciated in the FCC's policy last month, plus its new Complaint and Compliance Division with its Gestapo implications made this evident. The fine authority now in the legislative sights will give the FCC an additional powerful bludgeon. We can only hope that it brandishes it wisely and sparingly.

Reps and single rate

BUYERS and sellers of broadcast time have been grumbling about "local" and "national" rates ever since—it sometimes seems—the invention of the local distributor. Pleas for a single rate embracing both local and national business have been made loud and often, in many cases have been heeded and in many others rejected or simply disregarded. Last week the plea was made again, this time by a voice that, while it may not be universally heeded, can hardly be ignored.

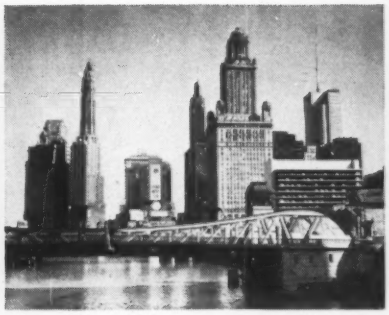
The members of the Station Representatives Assn., including some of the leading reps in the business, abandoned their traditional hands-off policy in this controversy and voted unanimously to recommend that all stations adopt a one-rate system for all spot broadcasting. Their argument, briefly, is that "local" and "national" or "retail" and "general" cannot be defined in a way that will not discriminate against some advertiser.

This argument is not new, and there are broadcasters who disagree with it. We do not presume to tell stations what policy they should adopt, any more than SRA presumes to tell them whether the one rate it recommends should be higher or lower than what they are charging now. We do say that the problem will not go away by itself. Stations would be smart to use the SRA recommendations as a cue to give the whole question careful study. Whatever the decision, it should not be made by default.

Drawn for BROADCASTING by Sid Hix

"It's for the sleepy heads on the late, late show. We fire it before every commercial."

THIS IS NEW YORK...



THIS IS CHICAGO...

THIS IS LOS ANGELES

...and this is Albuquerque, the FASTEST GROWING CITY in the NATION!

Today, no timebuyer can afford to ignore the billion-dollar Albuquerque market anymore than he would ignore the other cities listed above.

Young, active-buying families moving to the nation's leading "growth area" have given Albuquerque these impressive national rankings:

65th in Total Retail Sales
64th in Population
69th in Total Net Effective Buying Income

Two years ago, Albuquerque was the nation's 90th market in Total Retail Sales . . . today it is 65th!

Two years ago, KOB Radio was the leader in "homes reached" in Albuquerque. *Today it still is!* Your *first* buy—your *best* buy—in this important market is KOB Radio.

KOB-RADIO
ALBUQUERQUE, NEW MEXICO

Represented by
Edward Petry & Co., Inc.
The Original Station Representative